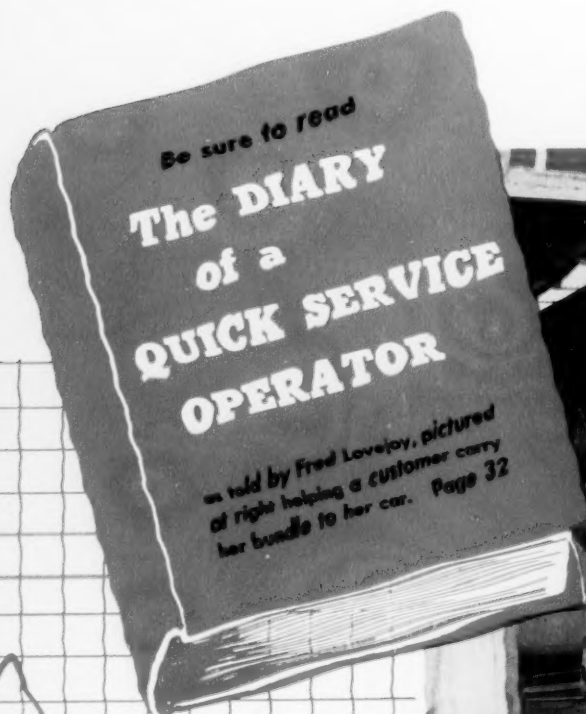


Starchroom

LAUNDRY JOURNAL

First in the Laundry Industry since 1893



Modernized laundry before and after . . . Page 10
Industry prospects forecast for 1955 . . . Page 22
This personnel program is different Page 36

OCTOBER, 1954

makes whites **Whiter**

makes colors **Brighter**

Besides improving appearance of fabrics, Ultra-Lite saves bleach
... saves blueing ... saves water ... saves time.



ULTRA-LITE

The Fluorescent Saver

Consult your Keever Sales-Service Man

THE KEEVER STARCH COMPANY • COLUMBUS 15, OHIO

BREAKING ALL RECORDS!



SouLon

Flatwork Ironer Covers

Satisfactory
Service!

PIONEER
LAUNDRY
DRY CLEANING
RUG CLEANING CO.
8255 MIDWAY AVENUE
DETROIT, MICH.

August 26, 1954

11 Months!

Southern Mills, Inc.
585 Wells St., S.W.
Atlanta, Georgia

Gentlemen:

At the request of your Detroit Representative, Mr. Allen, I am returning to you herewith one 90" x 120" SouLon flatwork ironer cover which was in service for eleven months on the #1 roll of our American Spinn Ironer.

Although this cover is still in serviceable condition it has served its purpose as a trial installation and was removed when we installed an entire set of SouLon.

Our ironer is in service an average of thirty-five hours per week. We are thoroughly pleased with the results achieved in our use of SouLon.

Very truly yours,

PIONEER LAUNDRY CO.

Lee Kithman
Lee Kithman

gja/LK

This means ECONOMY!

One laundry now reports eleven months of continuous service. Reports from many laundries certify service of seven and eight months. More than 2,500 laundries have installed SouLon.

*100% Dacron with special Southern Mills finish. Trademark Reg.



Reports from everywhere indicate satisfaction. SouLon covers give better finish. They also increase the life of cotton padding. You, too, will be glad that you bought SouLon. Order from your distributor TODAY.

SOUTHERN MILLS, INC.

585 Wells Street S.W., Phone Lamar 1991: ATLANTA
233 Broadway, Phone Beekman 3-9260: NEW YORK 7
Room 523 Second Unit, Santa Fe Bldg., DALLAS 1
Phone Prospect 3981

The COTTONBLOSSOM Line of Laundry Textiles . . . Sold Through Jobbers Only

CHICAGO 54: 10-103 Merchandise Mart, Phone Delaware 7-5193
LOS ANGELES 7: 3763 S. Broadway, Phone Adams 6171-72
DETROIT 16: 1627 West Fort Street, Suite 518,
Phone Woodward 1-9673

Starchroom

LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

READER'S GUIDE

VOL. LXI, No. 10, OCTOBER 15, 1954

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The Spotlight

On the eve of the annual convention of the American Institute of Laundering it is encouraging to note that quick-service plants will be in the spotlight for the second year in a row. We have repeatedly tried to depict the role that this type of operation should be expected to play in the laundry industry of the future. It has not always been easy to maintain a reasonable perspective in doing so.

The speakers at Atlanta will draw from their individual experiences, as did those who discussed this subject in Los Angeles last fall. In doing so, they will present a story which cannot be dismissed lightly and we hope to amplify their remarks in these pages next month with reports of our interviews with each speaker in his plant.

In the meantime, it is no news to report that Dun & Bradstreet has found that business failures are human failures. They have done so before. What is news is their determination that the principal evidence of human weakness in management today is inadequate sales. They haven't put the finger on the problem quite as specifically before.

This particular weakness in management, expressed as the apparent cause for business failures, varies from 55.5 percent for commercial services to 52.7 percent for manufacturers, 48.8 percent for wholesalers and 52.4 percent for retailers down to 29.7 percent in the construction field.

Laundries are classified by D & B as commercial service establishments—one of the group in the highest percentage bracket. Further, in the commercial service group, inadequate sales are the chief reason for failure; the second reason—excessive fixed assets—causing 20.2 percent of the failures.

Now if inadequate sales are the chief reason for business failures in our industry and if quick-service plants offer, as we think has been amply demonstrated, an opportunity to tap a market most plants aren't reaching, it stands to reason that these little plants should continue to receive top billing in the laundryowner's thoughts and plans.

So rather than slack off in our efforts to spread the gospel of the small quick-service plant, what it may be expected to accomplish and what it should not be expected to accomplish, we propose to continue to visit these plants wherever they may be found and give you the most factual, unbiased accounts of their operations we can.

Incidentally, why not turn to page 32 right now and see what Fred Lovejoy is doing in Kingston, New York?—Jim Barnes



STARCHROOM LAUNDRY JOURNAL

REMEMBER YOUR OLD COAL FURNACE?

Remember heaving coal into that hungry red mouth — every once in a while catching the shovel on the edge of the door, and spilling coal all over the place?

Remember going downstairs, dead tired, to bank the fire for the night? Or when the bin was half empty, wading in coal up to your knees, pushing it up to the front. Ashes to take out, barrel after never-ending barrel. And dusty, dirty, gloomy cellars, where today there are playrooms.

Nowadays, all we do is set the thermostat, and the rest is automatic.

Yessir . . . how easily we forget the trials and troubles of the past. It's just human nature to take our blessings for granted.

Yet today, many laundrymen are still mixing tallow soap and alkali by hand, just as their fathers did, seeking a happy medium between many conflicting problems. These include a hundred different soils, alkali burn and underwashed loads, cool water and hot water, customer complaints — damaged fabrics, grey work.

Maybe they've never heard of New PRIME SÖHP with SHOCK-TROOP ACTION. Maybe they haven't had a chance to try it yet. One thing is sure. The hundreds of laundrymen who have switched to New PRIME SÖHP are wondering how they ever got along without it.

For New PRIME SÖHP with SHOCK-TROOP ACTION is as far ahead of the old soap and alkali mixtures as the oil burner and thermostat are ahead of the coal furnace and shovel. From modern chemistry — after 12 years of endless study and research in the laboratory — has come this great advance in washing technique . . . New PRIME SÖHP with SHOCK-TROOP ACTION.

Here, at last, is the one complete product which

washes brilliantly clean in hot or cool water — regardless of the degree of soil!

A complete product which "job-rates" itself to every type of load!

A complete product which fires barrage after barrage of reserve alkali washing power (OH) into the load when needed, but only when needed!

A complete product which actually washes clothes 15% brighter to the naked eye!

A complete product with a chemical brain, changing with incredible speed to the needs of any load . . . SHOCK-TROOP ACTION . . . blasting free the soil, yet protecting the fabric!

New PRIME SÖHP with SHOCK-TROOP ACTION is no mere mixture of soap and alkali. It is 12 chemically balanced built soaps in one, welded together in a perfect union by homogenization in a giant spray tower four stories high!

Here is the modern washing product, which at one stroke has rendered all others obsolete. Here is New PRIME SÖHP with SHOCK-TROOP ACTION!

And when you've tried it out in your washroom . . . when you've seen washroom headaches, customer complaints and quits die away, and profits on the long happy climb, you wonder, too, how you ever got along without it.

Try it out and see for yourself. Call your jobber for a supply today. If you don't agree that New PRIME SÖHP lives up to everything we've said about it, then it has cost you nothing. For it is backed by an unconditional money back guarantee. You be the judge.

Gordon R. Fulton President
Beach Soap Company
Lawrence, Mass.

126 Years' Continuous Progress in Manufacturing of Fine Soap Products



How to lift laundry quality to new heights!

INEX*

S.R.F.*
OR
C.W.R.*

...and cut costs, as well!



***INEX** is a miracle rinsing aid!

***S.R.F.** is the "Short Rinse Formula." ***C.W.R.** is "Cold Water Rinsing."

Either way, you have the answer to the big question *every* laundry is concerned with...especially these days: *How to produce better work with lower overhead.*

To put it another way, INEX brings you "whiter" white work than you ever thought possible—and does it all with a big reduction in time, labor, fuel and equipment...saves on water...taxes!

And here's more news! *You* (and your customers) can see the difference in quality with the very first load. That means you can see the advantages of INEX with just one trial. And you can see the trial with just one call—to your Kohnstamm representative. Do it today!

Cold Water Rinsing is here to stay with—INEX, C.W.R., or S.R.F. You will agree you never had it so white.

Send for free booklet, "Better Way Washing Talks."



A complete line of laundry and dry cleaning supplies. Nation-wide service.

H. Kohnstamm & Co., Inc.

ESTABLISHED 1851

- NEW YORK 7, 89 PARK PLACE
- CHICAGO 11, 11-13 E. ILLINOIS ST.
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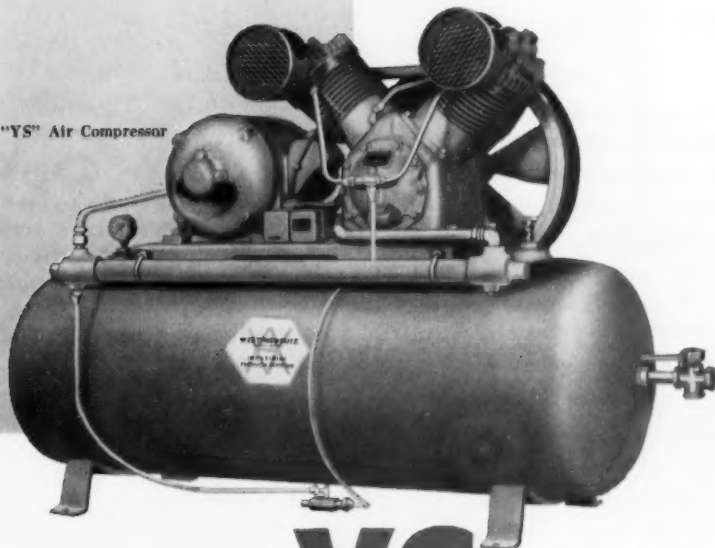
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MINNEAPOLIS • NEW ORLEANS • OMAHA • PHILADELPHIA
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FOREMOST MANUFACTURER AND DISTRIBUTOR

OF QUALITY LAUNDRY AND CLEANING SUPPLIES

Your air is always *clean and dry*

Westinghouse "YS" Air Compressor



with a Westinghouse **YS** Air Compressor

• Dirt never gets a chance to enter a Westinghouse "YS" Air Compressor—big intake filters shut it out of the system. Furthermore, the Type "W" Water-cooled Aftercooler condenses any moisture in the air discharge, and the C-1 Automatic Drain Valve removes the water from the tank.

Westinghouse "YS" Air Compressors come in five sizes ranging from 1½ to 10 hp. They feature: *controlled pressure lubrication* . . . oil is fed under constant pressure to moving parts; *low oil level protection* . . . air cannot be pumped until the oil is at the proper level; *positive starting unloader* . . . loading will not start until the motor has reached its rated speed. Added protection—all Westinghouse Air Compressors are pre-tested at the factory.

Your Westinghouse Air Compressor distributor can help you select the exact "YS" Compressor to meet all your laundry needs. He has a complete stock of compressors and accessories, and a well equipped service shop. Call him. He's listed in the classified section of your telephone directory under Air Compressors.

NEW MOVIE AVAILABLE entitled, "AT THIS MOMENT"—showing a vivid story of modern railroad progress. Length 26 minutes, on 16 mm color sound film. For use of film write: United World Films, Inc., 1445 Park Ave., New York, or Association Films, Inc., 347 Madison Ave., New York.

Factory Branch: EMERYVILLE, CALIF. Distributors throughout the United States . . . Consult your Classified Directory. Distributed in Canada by: Canadian Westinghouse Co., Ltd., Hamilton, Ont.



Westinghouse Type "W" Aftercooler



Westinghouse C-1 Automatic Drain Valve

LE ROI COMPANY



A Subsidiary of Westinghouse Air Brake Co.
MILWAUKEE 14, WISCONSIN

Plants: Milwaukee • Cleveland — Greenwich — Dunkirk, Ohio
Coldwater, Michigan

Manufacturers of air compressors, rock drills, engines, loaders and mixers.

Starchroom Editorial

It is no secret . . .

. . . that most publications find it difficult to exist on circulation revenue alone, with no advertising income to help cover publishing costs. Indeed, without advertising the editorial policy of our publications would be impaired, perhaps seriously. That's why sound business relations between advertisers and publishers are imperative if editorial quality is to be high.

Forty years ago the Audit Bureau of Circulations was born. It is the keystone of relations between the advertising buyer (the advertiser and his advertising agency) and the advertising seller—the publisher. It is a nonprofit, cooperative service association with 3,575 publisher, advertiser and advertising-agency members. It has been charged by the advertising and publishing industry with the responsibility for establishing and maintaining known standards for paid circulation. At regular intervals a member of the ABC staff of 65 experienced circulation auditors visits us and makes a detailed audit of our circulation records. The information produced is then issued in an ABC audit report which is available to our advertisers.

The major objective of this work is to give advertisers accurate, verified information about STARCHROOM's net paid circulation. But it also has a very real importance to you, our readers. The reports serve as editorial guides. We know from the picture of circulation progress shown in the statements just what our net paid circulation is. We study the reports on how we got that circulation. We watch for the circulation changes that tell us how well we are serving our readers. All this information guides us in our editorial planning—to bring our readers a useful, interesting publication of the type they want. To attract new subscribers and readers, to get renewals in good measure, we must give you the benefits of steadily improved editorial value. If you don't want STARCHROOM, neither do advertisers. Our audit of circulation tells us whether or not we've earned the cash ballots—paid subscriptions and paid renewals—that reward editorial initiative and leadership.

STARCHROOM joins with the more than 3,575 members in saluting our Audit Bureau of Circulations on its Fortieth Anniversary.

Effectiveness of discounts was carefully scrutinized recently by a staff of researchers at Duquesne University in Pittsburgh. Apparently you can go only so far in advertising a saving before public confidence vanishes.

For example, 2,500 selected people were asked to check a point "where an advertised saving would inspire your confidence in its accuracy and at the same time interest you sufficiently that you might attend the sale."

A 5 percent reduction barely stimulated interest; at 10 percent, 10.5 percent evinced interest; at 20 percent, the percentage rose sharply to 29.9, and at 30 percent it reached the peak of 33. Further reductions above 30 percent showed a constant decline of public acceptance.

The average accepted reduction was 27.5 percent or, put another way: Since reductions of more than 30 percent are rejected by 80 percent of the public, such price tooting liquidates an advertiser's budget at 20 cents on the dollar.

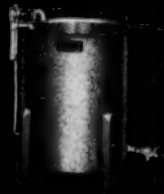
Of 374 plants responding to a recent American Institute of Laundering question, 59 offer cash-and-carry discounts in excess of 10 percent, 126 offer 10 percent or less and 189 offer none at all. From the Duquesne study it would appear that the discount practice should come in for serious reconsideration on the part of a large segment of the industry.

In another question on opinions of comparative price statements, 17 percent believed them to be truthful, 39 percent called them exaggerated, 38 percent classed them as misleading, about 4 percent tagged them as false. And about 96 percent said they did not believe such statements as "Greatest sale in America," "Lowest prices in Pittsburgh" and "We always sell for less."

Could be that some merchants should study up on Lincoln. The part where he talks about not fooling all the people all the time.

BISHOP *Laundry* WORK-SAVERS

Cut costs — boost production and profit — give lifetime service



LIQUID SOAP MAKER

Saves time and supplies.
Galv. steel in 3 sizes:
30-Gal. \$129.00
60-Gal. \$167.00
100-Gal. \$179.00



BISHOP JR. STAINLESS STEEL TRUCK TUBS

Won't rust, 18" x 24" x 15". Drain valve, drain board, 3" wheels.
Model No. B2-1215
..... \$119.00



BISHOP 3-SHELF TRANSPORTER

For finished work, 26" wide x 18" deep x 64" high.
Model No. B29-11. \$45.00



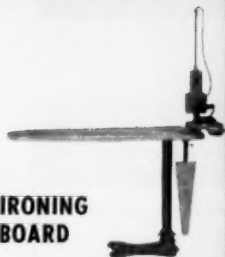
SORTING REEL

Assemble 25 bundles (150 nets) in 5 minutes in 10' x 10' area.
No. B12-2. \$225.00



STAINLESS STEEL PREPARATION TRUCK

Ideal damp box 18" x 25" x 11" deep, 34 1/2" high, on 3" wheels.
No. B2-122 \$89.00



IRONING BOARD

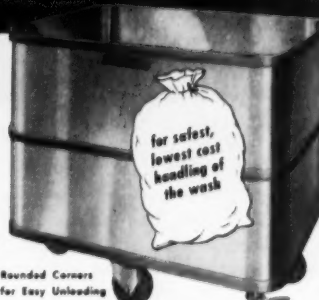
53" steel top; iron rest; sponge cup; cord holder; pilot light assembly, and sleeve board.
No. B4-5M. \$99.00



BISHOP SHIRTRANSPORTS

Cut handling 75; fold up to save space. All steel. In 2 sizes:
B29-50 (for 50 shirts) \$37.00
B29-100 (for 100 shirts) \$61.00

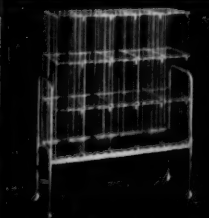
To Give You **LOWER COSTS...**
BETTER PROFITS for years to come!



BISHOP *Lifetime* STAINLESS STEEL TRUCK TUBS

Washes and workers are **SAFE** when your loads are handled in Bishop Truck Tubs. Made of strong and tough stainless steel, they can't rust or corrode... can't spot or stain the wash... are not affected by wash-room chemicals... no roughness or splinters to snag fabrics and fingers. Rounded corners mean easier, safer unloading; no punctured washer shells. Heavily built for roughest year-in and year-out use, yet properly balanced on smooth-rolling wheels to handle with greatest ease (5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends). Available in two sizes, either steel or rubber tread.

No. B2-9 Bishop #2 Stainless Steel Truck Tub, 22" x 24" x 23" deep, with outlet cock, wood drainboard, steel-tread wheels. \$193.00
No. B2-10 Same as above except with rubber-tread wheels. \$207.00
No. B2-17 Bishop #3 Stainless Steel Truck Tub, 26" x 26" x 25" deep, with outlet cock, wood drainboard, steel-tread wheels. \$308.00
No. B2-18 Same as above except with rubber-tread wheels. \$320.00



SORTER-TRANSPORTERS

Banish fixed bins; admit light, air. 15 or 20 bins for shirts, for apparel. Write for details, prices.



BISHOP PUF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown); #3, #22, #52 heads, spray iron, spray gun.
..... \$209.00

BISHOP STARCH COOKER

The laundry industry's standard since 1893. Durable built of non-corrosive copper (the perfect heat conductor) for years of continuous service. Inner and outer walls scientifically spaced, permanently insulated, to prevent sweating and heat radiation. Holds heat in; keeps starch always at right temperature for proper fabric penetration. Exclusive Bishop-designed steam nozzle keeps starch agitated; stirs thoroughly, speeds cooking.

Cooked Starch IS BETTER STARCH

Cooked starch dries faster, more uniformly, on the press to save costly time... helps produce shirts and wearing apparel with the better "feel" and smoother finish of real quality — no ugly shine, no blisters. Cooked starch is more economical, too—goes 15% to 20% further than raw starch.

Order Now FROM YOUR SUPPLIER

G. H. BISHOP CO. EVANSTON, ILLINOIS (SIBURS OF CHICAGO)



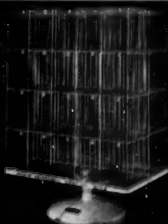
3 POPULAR SIZES

15-GALLON—36" high overall, floor space 24" x 28", ship. wt. 175 lbs. B3-2. \$289.00
25-GALLON—39" high overall, floor space 28" x 32", ship. wt. 225 lbs. B3-5. \$319.00
30-GALLON—45" high overall, floor space 32" x 36", ship. wt. 280 lbs. B3-11. \$375.00



REVOLVING SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip.
No. B26-10. \$349.00



REVERSIBLE BINS

Sort into one side, wrap out on other. Cut steps, handling. 15 or 20 bins per side. Ask for details.
15 Bin for shirts. \$295.00
for wear, apparel. \$315.00
20 Bin for shirts. \$325.00
for wear, apparel. \$345.00

MANUFACTURERS SINCE 1893



TROY PUTS THE **EXTRA** IN EXTRACTORS

54" OLYMPIC UNLOADING EXTRACTOR

	DESIGN FEATURE	BENEFIT TO YOU
EXTRA!	STAINLESS STEEL only is used for all parts of the inner baskets. Curb side sheet, top ring and cover are also stainless steel.	Corrosion-resistant stainless steel lasts years longer than plain steel or aluminum. Clean wash can not become rust-spotted.
EXTRA!	"CENTER-SLUNG" ® curb has points of suspension in a plane passing through the center of gravity, so revolving load is free to find its own center of gyration.	This patented "CENTER-SLUNG" design minimizes vibration . . . handles greater out-of-balance loads, bigger loads, more loads per hour.
EXTRA!	MOTOR IS MOUNTED INDEPENDENTLY of the curb. Drive is through flexible coupling.	No "V" belt tension on shaft or bearings. Motor operates smoothly and lasts longer.
EXTRA!	MORE SPACE is provided underneath 54" Olympic than other extractors.	Brake adjustments and other routine maintenance are much easier.

Why not find out about *all* the extras you get from Troy? Ask for a free catalog on Olympic Extractors or any other equipment in Troy's complete line of laundry machinery. Just mail coupon.

Troy LAUNDRY
MACHINERY

Division of American Machine and Metals, Inc.
East Moline, Illinois

"World's Oldest Builders of Power Laundry Equipment"
Copyright, 1954

MAIL COUPON TODAY!

TROY LAUNDRY MACHINERY, Dept. SL-1054
Division of American Machine and Metals, Inc.
East Moline, Illinois

- ☐ Send me a free catalog on Troy Olympic Extractors
☐ Have a Troy man contact me.

FIRM NAME _____

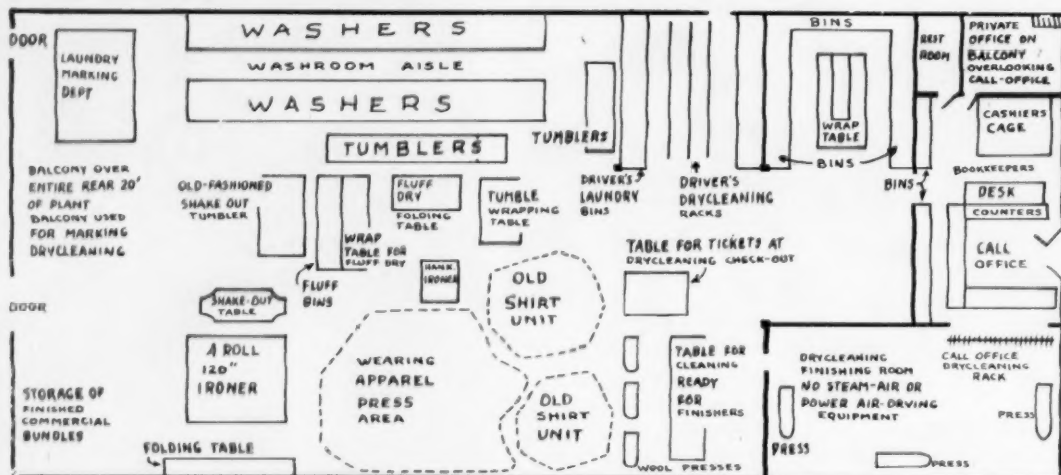
ADDRESS _____

CITY _____

ZONE _____

STATE _____

ATTENTION MR. _____



BEFORE: Big windows along entire 140-foot side (bottom of plan) and across 60-foot front (right). Laundry and cleaning both unloaded through back door (lower left). Separate cleaning room was behind laundry washroom wall, on parking side

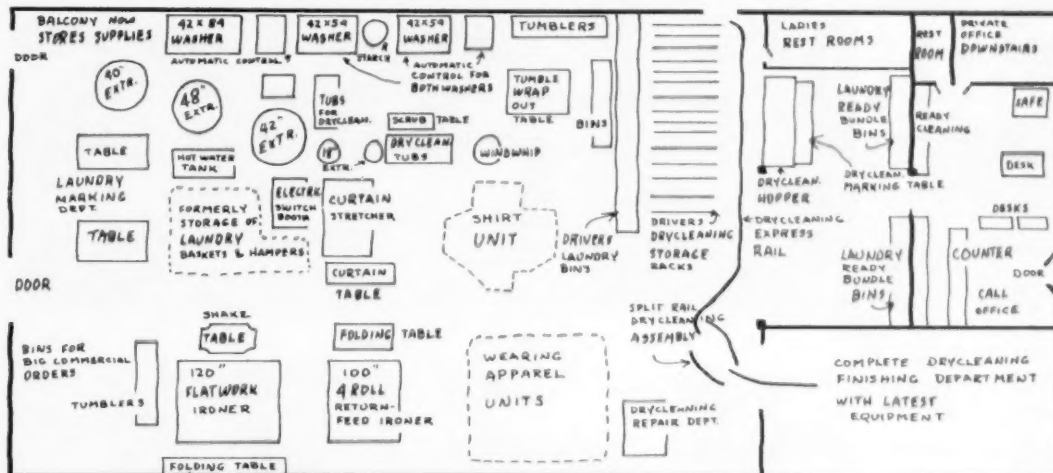
McGowan Meets His Waterloo

... and within two years wins victory over antiquated plant, equipment and operation

BEFORE:

Call office cluttered with make-shift counters, desks, wobbly showcase. Laundry orders in bins at right; drycleaning orders in open dust-catching racks. In center of rear wall is opening to drycleaning finishing room. Old-fashioned bank-type cashier's cage in foreground was probably meant to lend air of prestige; dated back 40 years. Street entrance beyond radiator at left. Five girls staffed office. Boss's office was on balcony above cashier's cage





AFTER: Drycleaning only unloaded at door (top) on customer parking side. Laundry only unloaded at back door (lower left). Drycleaning room has been moved into main building, left of center on floor plan

THE "BEFORE" PICTURES on these pages were taken at the Waterloo Laundry on November 15, 1952, just two weeks after it was taken over by Merlin "Scotty" McGowan. The "after" pictures were taken September 16, 1954. (Incidentally, just before we took the first pictures 14 truckloads of debris and junked equipment had been hauled out of the plant.)

After spending most of his adult years in the laundry industry, "Mac" McGowan decided the hardware busi-

By LOU BELLEW

ness would be the closest thing to retirement with pay. That theory was booted skyhigh in just one year, and "Low Dollar" McGowan (no one ever met McGowan and failed to think up a new nickname) began casting about for a good used laundry.

To say that Mac found an available laundry "best suited to his particular talents" would certainly be the mis-

statement of the year, unless his whole life had been spent in the junk business. By a strange coincidence your correspondent visited the plant just after Mac took it over and it was quite evident he must have bought it with the understanding that there was a mile-deep layer of uranium under it.

Never a fast man with a buck, "No Pockets" McGowan had purchased the oldest laundry in Waterloo, Iowa (65,000 population)—possibly the

(Story continued on page 14)



AFTER:

Same call office photographed from same point. Modern counter and desks have been put in, old glass showcase removed, back wall and opening to drycleaning finishing room closed off. Walls have been wood-paneled. Cleaning orders are now kept in sliding-door cabinets along right wall; laundry bundles along same wall in next room to right. Floor is now covered with asphalt tile; complete new paint job has been done on ceiling, upper walls, old balcony windows. Private office has been moved to downstairs corner

(More photographs on following pages)

Laundry checkout space makes way for drycleaning marking . . .

BEFORE:

Customer's view of office. Note cashier's cage, 2-foot-square bound volumes in rack behind girl at right. Under old system each route bundle listing was entered in these books, along with amount. Single unnumbered invoice went out with bundle, leaving no record except office day book listing name and amount to be checked against route's total billing. Routeman had no tickets to check against cash receipts



AFTER:

Customer's view of remodeled office. Safe is all that remains of old furnishings. New book-keeping system uses multiple-type numbered invoice, leaving permanent copy for record. Driver now turns in tickets with cash for accounting against office record. All unpaid balances are now verified by unpaid office copies



BEFORE:

To old laundry checkout department in room next to front office work came from all over plant. There were over 250 bundle bins around three sides of wrapping table, with row of bins down center of table itself. Four girls acted like squirrels in cage, sorting work into bins from baskets, then checking and wrapping out. Single light in center of room



AFTER:

Same area now used for marking in drycleaning. At left is hopper for incoming cleaning orders with stations for three operators. Bins at right are part of laundry bundle bins for call office; door to office is shown right foreground. Cabinets for supplies at rear mark wall of new restrooms. Laundry checkout department is now closer to center of plant. New paint job has made single light adequate



Pantex

For Finer Faster Finishing...



A lasting triumph and the first choice for thousands of laundry operators, the Pantex Air-Operated Laundry Press continues to deliver—year after year—fine, fast finishing. Pantex owners know that no other press is built so simply yet so rugged and trouble-free. Fewer parts and complete freedom from cams, diaphragms, tension springs, packing and push-buttons make Pantex the smoothest-operating, most trouble-free air-operated laundry press in the industry.



Don't depend on promises—depend on Pantex. Look inside each press and *compare them all*. You'll quickly see why Pantex equipment invites comparison and why you, too, will buy a Pantex. Literature on request.

PANTEX MANUFACTURING CORPORATION • PAWTUCKET, RHODE ISLAND



BEFORE: Area behind former laundry checkout department had two rows of laundry bins with three drivers' racks for finished drycleaning between them, parallel to bins



AFTER: Right row of laundry bins removed, racks moved to right angle to remaining row of bins. Move has tripled rack capacity; one row of bins serves as well as former two. Paint has dispelled gloom

(Continued from page 11)

oldest one in the state. It looked like a perfect opportunity for a "before and after" story so we took plenty of pictures in hopes of coming back to the scene 10 years later. At best, we felt he might complete his rebuilding within a 20-year period.

The plant was, shall we say, "antiquated," "dirty," "cluttered." As for equipment, most of it was 30 years old. Presses were hand-operated, washwheels were wooden. The interior of the building had deteriorated terribly from lack of care; the office hadn't been changed at all in 40

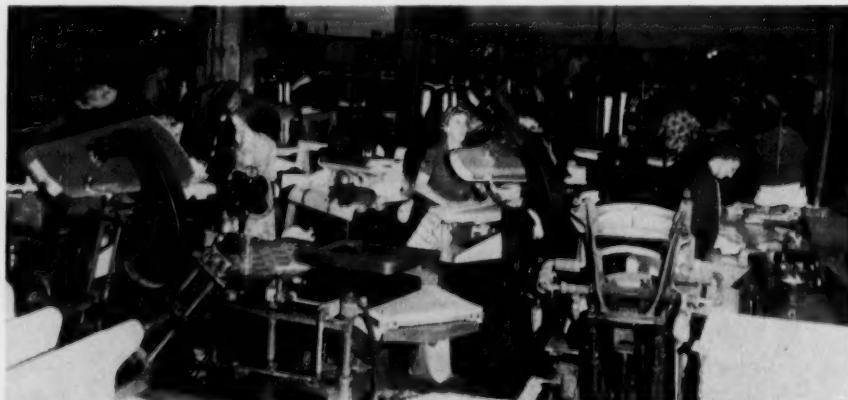
years. The concrete floors in both plant and office were badly worn and had no covering.

The one redeeming feature was that the building, 60 by 140 feet, was basically sound. With its sturdy supporting columns and no partitions it

(Story continued on page 20)

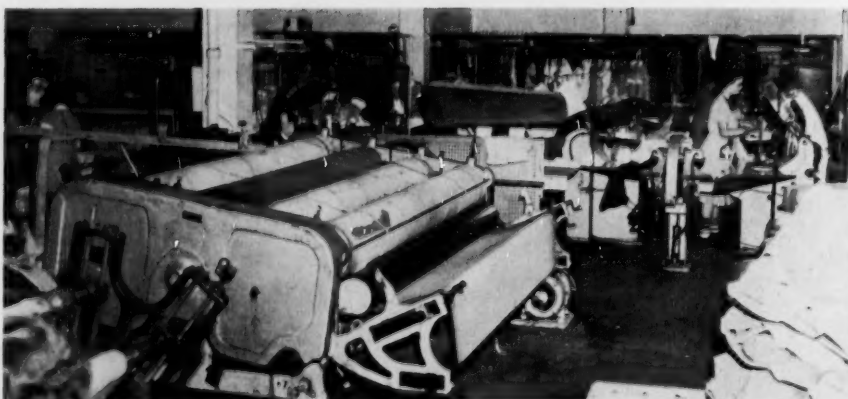
BEFORE:

View taken from street side at rear of plant. At rear, balcony where drycleaning silk finishing was done, wools in room below it. Corner of four-roll flatwork ironer shown in left foreground. Wearing apparel units occupied 20 by 40 feet along this all-window side of building. Presses in two-girl wearing apparel units were set as much as 20 feet apart, in one-girl units as much as 10 feet. There were six wearing apparel operators



AFTER:

By proper arrangement of equipment in compact units wearing apparel department has been brought down to 10-by-20 foot area, with three girls doing 20 and up to 30 percent more work. Space saved is now occupied by second 100-inch four-roll flatwork ironer made into return-feed ironer. Same lights do good job after plant was cleaned up and painted





"not a shirt complaint
since we changed"
to...

SUPREME

ONE OF
CLINTON'S
"Petal Smooth"
LAUNDRY STARCHES

NON-CONGEALING ... USE HOT OR COLD
GIVES FLEXIBLE FINISH ... EASIER IRONING

- Clinton Laundry Starches give you quick boiling and fast penetrating action
- Planned, processed and manufactured to meet top-quality standards.
- Contain no chemicals to cause discoloration or weakening of fabrics.
- Every batch scientifically formulated and laboratory tested for uniform quality.

Technical Service in connection with your specific problems is available upon request.



CLINTON SUPREME STARCHES
always smooth like a summer breeze

CLINTON

CLINTON FOODS INC.
CLINTON, IOWA

Fewer operators run fewer, better placed tumblers . . .

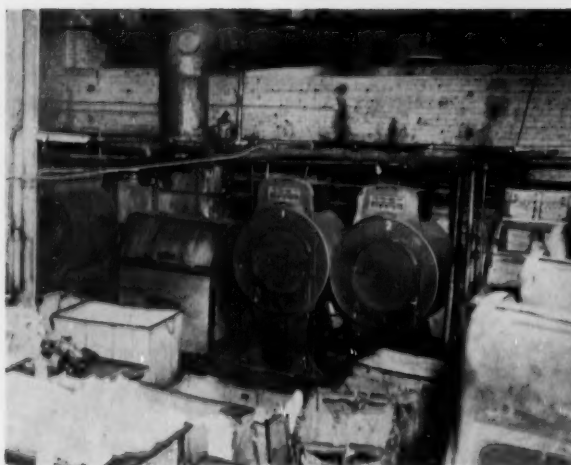
BEFORE:

Old checkout department for fluff-dry service. Washroom is along wall to rear. One and a half operators, incidentally, now handle entire plant's checkout



AFTER:

Same spot occupied by new shirt unit, backed by new washroom—and no line shaft. Hot-water tank replaced by new one a little further back. Again see what point will do



BEFORE: View of old fluff-dry department shows part of plant's 10 laundry tumblers lined up along front of washwheel line, and antiquated piping. Baskets in foreground are indicative of general plant appearance. Note tumblers along right of picture. Five girls ran 10 tumblers. Old exhaust header from tiny line trap served six tumblers, with bad back-pressure problem. Supporting posts held switchboxes. Posts are set 20 feet apart throughout plant



AFTER: One girl now handles four tumblers. The tumblers are now at more strategic spots in plant; seven now do more work than previous 10. Two tumbler exhaust headers lead out of large lint trap directly behind these four tumblers for fast drying. Tumble-fold table occupies place of No. 2 tumbler in "before" picture; tumblers along wall are in spot previously occupied by washwheels. Note automatic controls for newer washers



ANNOUNCING

**A NEW AUTOMATIC
UNLOADING WASHER**

BY **JENSEN**

MANUFACTURING COMPANY

OF PALMYRA, NEW JERSEY

See The NOVEMBER Ad in
STARCHROOM

New methods work with new setup, new equipment . . .



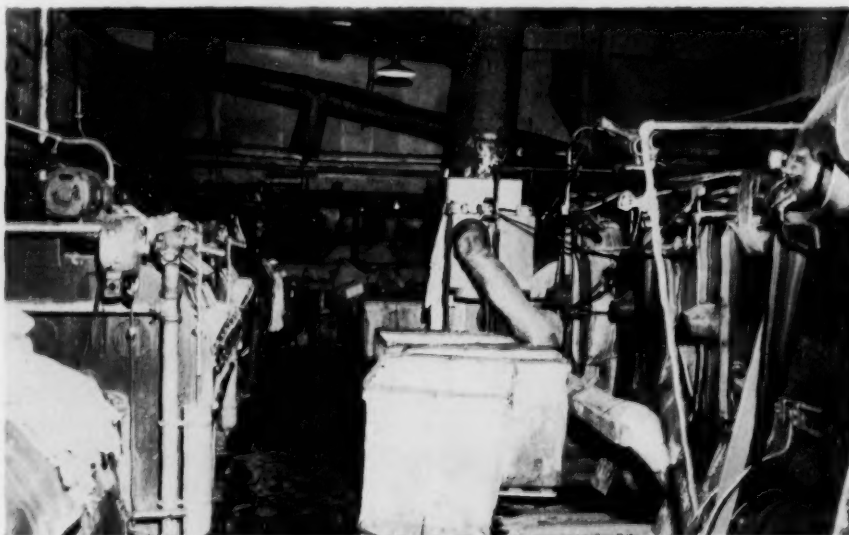
BEFORE (above): Damp assembly department was under old hot-water tank (new one shown behind it) in front of line of washwheels. Fluff-dry sorting bins at extreme right. **AFTER (at right):** Assembly area now holds part of shirt department, curtain stretcher. Booth at left



holds all electrical switches for washroom. No damp assembly now worthy of name; practically everything is sorted at extractors and expedited directly to proper finishing department by flag identification on nets. A few small items are assembled on short rack at tumblers

BEFORE:

Line-shaft-driven tumblers and old exhaust header. At far end of washroom routemen's finished-bundle bins can be seen. Picture taken about half way down washer line



AFTER:

From same spot, drycleaning department's scrub table and tubs for wetcleaning where old tumblers stood, with drain boarded over. Tumble-work wrapping table is beyond washman in white





Well-dressed bucks wear
"JOMAC[®] 54"
 SCORCH-RESISTANT PADDING



The reason we can assure you that *Jomac 54* won't pack down . . . that it cuts downtime 75% . . . that it saves on press padding costs from 25% to 40% . . . is this: *Jomac 54* is made of JOMAC Cloth, a springy, porous fabric that permits steam to flow through evenly, resists scorching, and is highly absorbent. A smooth, quality laundering job, free from wrinkles or crow's-feet, means a satisfied customer.

Jomac 54—a full 54 inches wide—fits any size

buck. It is made exclusively by JOMAC INC., and sold by leading laundry distributors everywhere. Ask for the name of your *Jomac* laundry supplier. . . .

FREE. A set of *Jomac* Press Padding covers for collar or cuff unit. Send us a paper pattern, plus the make and model of your press. JOMAC INC., formerly C. Walker Jones Company, Philadelphia 38, Pa. Dept. I.

JOMAC 54 PRESS PADDING



NO BROKEN BUTTONS



NO CROW'S-FEET



NO WRINKLES



AFTER: New washroom layout (see "before" floor plan for old) has all metal washers with automatic controls, along wall. Three men used to put in 58 hours a week in washroom; two men now work 44-hour week, doing wonderful job of preventive maintenance on equipment in their spare time. Owner Merlin McGowan at right

(Continued from page 14)
offered possibilities for a wide-open one-floor operation.

At one time Waterloo had been the largest laundry in Iowa and covered the most territory, until the owner's age had caused an increasing lack of interest in the problems of laundry and drycleaning operations. In its heyday the plant had operated 13

trucks (eight country and five city) on a relay system to get work from a radius of 150 miles.

When Mac took over the laundry it was catering mostly to cheap commercial accounts with very little family work, little regard for cost of operation, and with 78 employees, mostly aged, willing to work at 35 to 40 cents per hour.

Prices on commercial laundry ran a wide range, from 4 cents a pound. Drycleaning stood at 90 cents while other plants in the area were getting \$1 to \$1.25. All in all, the original setup was completely discouraging.

Now the routes have been reduced to nine, covering the city and a 50-mile radius. One-week service has been cut to three-day delivery.

The price structure has been rearranged to a logical level in keeping with local conditions. The big volume of unprofitable commercial accounts has been dropped and replaced with family work until at the present time the dollar volume is just about the same. Quite a chore when you throw away a real batch of commercial work. Drycleaning volume, from a few hundred dollars a week, has enjoyed a steady growth until it now stands at a respectable level. Instead of 78 employees, "McGowan's New Waterloo Professional Dry Cleaners and Launderers" has 50 on the payroll, enjoying in most cases twice the pay.

Changes in plant layout and in work methods, along with better equipment, have been the whole answer. What Mac has done in two years is shown in the pictures. □□

BEFORE:

From big room of plant narrow door (right of timecard rack) led into 20-by-40-foot area at side of call office, used to finish wools only on three presses. Silks were finished on balcony above; carried down right of stairs for assembling orders. There were no speedrails



AFTER:

(From opposite side). Small doorway greatly enlarged, all silk and all wool finishing now done in same area with presses arranged around walls. Speed-rail brings work out to split-rail assembly station, continues on to storage racks nearby



three simple lays on **AJAX**

PRODUCE THE PERFECT SHIRT

Supermatic
SHIRT UNIT

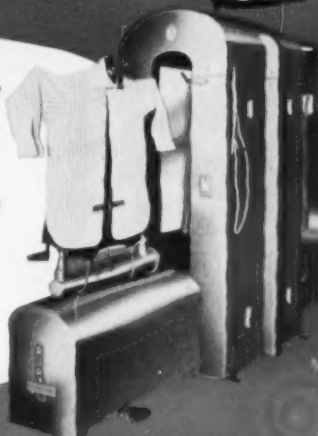
AJAX

Model CBBY

CABINET BOSOM-BODY YOKE PRESS

Completely finishes the front, back, and yoke in one lay automatically in 15 seconds, with perfect quality • **Easy to Load** • **Easy to Train New Girls** • **All Steel Construction** for Dependable Service • **Exclusive AJAX High Velocity Heads** for Fast Drying

Patent Pending



1

AJAX

Model CS

CABINET SLEEVE PRESS

Superbly finishes both sleeves in one lay — automatically — in 7 or 8 seconds • The exclusive "Magic-eye" seam indicator permits instant adjustment for any size sleeve • Faultless finishing from cuff seam to shoulder seam • High velocity heads and fully heated bucks for fast drying.

Patent Pending



2

AJAX

Model CCW

COLLAR AND CUFF PRESS

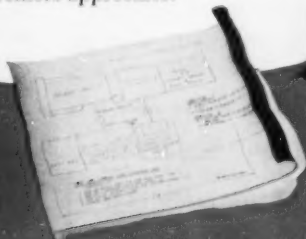
Completely finishes both cuffs and collars in one lay with superb quality. Equipped with exclusive **AJAX HI-VELOCITY HEADS** for fast drying. Designed for years of continuous performance. Every piece of goods gets extra-fine, lustrous finish that customers appreciate.



3

TWO GIRL LAYOUT
(Floor plan of machines)

AJAX



Western Laundry Press Co.
619 SOUTH 5TH WEST • SALT LAKE CITY, UTAH

Laundrymen see them and buy them 2, 3, and 5 units at the time!
Write, wire or phone for complete information. Each of these models can be added individually or as a unit. Conversion diagrams sent free on request.

Laundry Outlook Brightens

Experts predict better year
in 1955 for both laundries
and machinery manufacturers

By PETER B. B. ANDREWS

Supervising Economist, Future Sales Ratings



THE YEAR 1955 is likely to be one of the best in history for the laundry service industry. Consensus of the Board of Analysts of Future Sales Ratings indicates that public expenditures for laundry service may be approximately 2.3 percent ahead of such expenditures for the year 1954. Indications are that a downward trend begun early in 1954 was halted in late summer of that year, with expenditures for laundry service now in an uptrend.

In the type of economy the Board anticipates in 1955, the atmosphere appears favorable to the laundry business and to the machinery and equipment suppliers to commercial laundries. The total of all goods and services produced in this country, economically referred to as gross national product, is expected by the Board to attain an all-time high of \$366,000,000,000 in 1955. That would compare with \$356,000,000,000 for 1954, and it would represent simply another step in the anticipated steady upward progress of the economy over the longer future.

Consensus of machinery and equipment estimates for 1954 and the sales potentials for 1955 runs as follows:

The potential increase for 1955 thus is \$2,685,000, representing a possible rise in sales of 6.1 percent over 1954.

This expectation reflects conclusions among the Board members that the commercial laundry industry will make a greater and more ingenious promotional effort in 1955, and that the long-term trend to modernization and efficiency improvement will be intensified in 1955.

Accordingly, growing out of this expectation, the consensus of the Board is that commercial laundry equipment expenditures will rise in 1955 over the 1954 level, with the over-all average of estimates indicating a sales potential of 6.1 percent over that of 1954. This possible rise also assumes more alert and increased advertising and promotion by the commercial laundry equipment manufacturing industry, which is believed to be far from fully capitalizing on the opportunities for modernization which exist in this field.

Role of neighborhood laundries

It is noted particularly that the rapid growth of neighborhood and

self-service laundries has not curtailed laundry operation as much as generally believed, although admittedly the trend has obstructed great expansion. Now, a little under one-half of city housewives send at least part of the regular family washing to be done outside the home. In recent years the trend has been for commercial laundries to have proportionately fewer customers sending the complete family wash regularly, although the percentage of commercial laundries developing a cash-and-carry business is on the rise.

Of great significance, the transition from self-service to small neighborhood commercial plants is an important fundamental trend. Significant, too, is the advance of the medium-sized suburban plant, riding on the wave of a 38 percent increase of suburban population from 1940 to 1954.

Packaged units of portable equipment, long used in the drycleaning field, are widely adaptable to the neighborhood setup and represent an important factor bearing on the promising future for commercial laundry equipment. Thus, the speed with which decentralization takes place in the laundry industry will determine the degree of stimulus likely to be given to equipment manufacturers.

There has been practically no change in recent years in the proportions of housewives using the facilities of the neighborhood laundry, with about 7 percent using the store type and about 5 percent the apartment type. As indicated, however, there is a trend upward toward specially designed equipment for complete laundry accommodations in these neighborhood laundries, and this trend has been taken into consideration in the computation of sales estimates for 1954 and potentials for 1955.

Generally, however, there is indication of lessening competition from the home washer as manufacturers are promoting heavily in this field. Commercial laundries, nevertheless, have been advancing many effective sales ideas with the thought of weaning more laundry work away from the housewife. In many instances these drives have been highly successful and indicative of further potential progress in the future.

Production ingenuity has grown to be an outstanding characteristic of the commercial laundry equipment manufacturing industry, and if it can be matched with adequate promotional ability, an excellent record is in prospect. (Continued on page 24)

Equipment for Commercial Laundries	Estimated	Sales Potential
	1954	1955
Washers	\$10,900,000	\$11,460,000
Extractors	6,000,000	6,400,000
Tumblers	3,200,000	3,450,000
Flatwork ironers	5,100,000	5,475,000
Presses	10,400,000	11,000,000
Miscellaneous—parts, accessories and attachments	8,200,000	8,700,000
Total	\$43,800,000	\$46,485,000

ANOTHER WAY YOU SAVE WITH FORD **TRIPLE ECONOMY**



New Ford F-100 Panel is one of the highest, widest, longest in the field. Has 155.8 cu. ft. capacity . . . handles payloads up to 1385 lbs. Choice of V-8 or Six engine!

New driver comfort cuts trucking costs!



Deluxe Panel shown is extra cost.

Driverized to cut fatigue! Giant, curved, one-piece windshield for better visibility. New non-sag Z-type springs. New woven plastic upholstery that lasts longer, gives year-round comfort. Big, wide-opening doors, complete weather-sealing.

"Cut Your Speed
After Dark."

Helping the driver do a better job saves money by saving valuable truck time. What's more, driver comfort is an incentive for safety and for better vehicle care that prolongs truck life, cuts maintenance costs.

Only a Ford Truck gives you full benefit of these savings. For only Ford offers so many comfort features, such work-saving controls—*Driverized* for easier, more efficient truck operation. For complete information, see your Ford Dealer, or write: Ford Division, Ford Motor Co., Dept. T-31, Box 658, Dearborn, Michigan.

SAVE WITH ALL THREE!

1. Gas-Saving Power!
2. Driver-Saving Ease!
3. Money-Saving Capacities!

And . . .

Ford Trucks last longer, too!



Automatic Shift! Fordomatic Drive saves time in stop-go work, cushions drive line, cuts maintenance needs. Low extra cost.



Power Brakes! Now available even in Ford half-tonners (extra cost). Pressure needed to stop won't break ordinary light bulb.

FORD **TRIPLE ECONOMY** TRUCKS

What's Ahead for 1955?

As predicted by the Board of Future Sales Ratings, a group of 300 government and industrial experts:

- Consumers may spend 2.3 percent more for laundry service than in 1954.
- Greater sales and promotion efforts by both laundry plants and manufacturers to take advantage of increased potential market.
- Continued increase in decentralization trend—transition from self-service to small neighborhood plant; growth of medium-sized suburban laundry.
- Development of packaged units to meet this trend.
- Equipment sales potential 6.1 percent higher than in 1954.
- Competitive conditions spurring replacement of overage equipment to reduce costs.
- Greater ease of financing.
- Generally favorable economic background.

(Continued from page 22)

Business conditions favorable

There is general optimism in the Board about future prosperity, and financial markets have been reflecting optimism of this type in a great show of bull-market strength. At all odds, a business depression would be the last thing permitted by the Administration, especially in view of the hope of our enemies of an economic weakening of the American system through trade collapse.

The Board notes, too, that replacement of many types of equipment has been at a very low rate in recent years, and that much of the equipment which was already overage at the end of World War II is still in service.

Comparatively inefficient facilities have been continued in operation because they were needed to satisfy the demand for end products and because, given the pressure of that demand, the prices charged could be high enough to cover the cost of operating the inefficient equipment. With the return, as at present and in 1955 as anticipated, of keen competitive conditions, there is again a strong incentive to reduce costs by replacing such equipment.

An interesting consideration mentioned by the Board as favoring larger equipment outlays in 1955 is the likely greater ease of financing. In recent years less than 25 percent of the total equipment expenditures came from

borrowings, with the remainder coming out of earnings. This plowing back of earnings has been extremely large, and it will continue to be substantial, but it will be supplemented by easier financing and more outside borrowings.

A powerful base, certainly, exists for future business expansion. Thus, we are not now living in a static economy but rather in one which is forcefully productive and dynamic, with a fast-growing population that will need more of such services as commercial laundries offer, that help to maintain our typical high standard of living.

How survey was made

The procedure for obtaining the estimated-sales figures is of fundamental significance. The original base is the soundest available, namely the U. S. Government Census of Manufactures, which effected in 1947 a complete coverage of the commercial laundry and drycleaning machinery manufacturing industry. The breakdown of the figures follows the standard industrial classification breakdown used by the Census Bureau for the commercial laundry and drycleaning manufacturing industry. No other breakdowns are available.

It will be noted that "Miscellaneous" is the last classification shown in the tabulation of equipment sales estimates. This classification is part of the Census standard terms as used in

the Census of Manufactures data covering laundry equipment. The Government does not break out this category of miscellaneous equipment, since it comprises in the main parts, accessories and attachments. More detail in this classification, therefore, is unobtainable.

As this survey was conducted, the Census classifications were followed and the Board of Analysts of Future Sales Ratings was asked to estimate within these classifications the sales for 1954 and the sales potentials for 1955. This Board consists of more than 300 economists, marketing and research men, both in Government and in private industry. This panel has been forecasting under the writer's supervision the sales potentials for the 110 leading industries of the United States for the past 20 years. The result over the years is a commendable one, with an outstanding record of 86 percent accuracy. Tables of these ratings appear quarterly in *Sales Management* magazine.

The group comprising this Board was surveyed separately for a consensus of judgment on the sales potentials for the commercial laundry industry and the commercial laundry machinery and equipment industry. Estimates were requested against the official 1947 Census of Manufactures base, the average of all estimates for 1954 then comprising the estimated sales for 1954 and the average of all estimates for 1955 the sales potentials for that year.

All the figures are estimates purely, but they derive from a thoroughly sound base and represent the analysis of an experienced and successful forecasting body. They are particularly valuable in being the only available figures of their kind and in indicating what the commercial laundry equipment manufacturing industry might be able to do in the future, subject to the reservations indicated and naturally qualified by the effect of unforeseen circumstances which are normally concomitant with all economic forecasting.

Continued expansion of our economy will be based on stimulation of demand in various great American products such as commercial laundry equipment, to match rising production capacities which can grow further to lift the living standards of the people. More strategic and greater advertising expenditures logically may be in order for 1955 to help the actual realization of a great sales potential; in any event, it is the writer's belief that an alert and ingenious commercial laundry equipment industry has a firm economic base on which to build a superior 1955 record. □□



Sturdy new full open-head drum makes *all* contents accessible; improved recessed-head ring lock grips tighter, opens and closes more easily.

NOW—Dow Sodium Orthosilicate in a new FULL OPEN-HEAD DRUM

with definite shipping, handling
and storage advantages for *you*

Dow Sodium Orthosilicate, the *preferred* heavy-duty cleaning compound, is an even better buy *today*. You get new benefits from the latest Dow improvement—Sodium Orthosilicate in a new full open-head drum, designed and manufactured exclusively by The Dow Chemical Company.

This sturdy drum is both stronger and easier to handle and store. It features an exclusive recessed-head ring lock that *reduces damage* in shipping and plant handling, *saves space* in storage. The smooth outer drum surface prevents climbing during transit. The swedged-in head design, another exclusive feature, assures the full advantages of open-head construction without the drawbacks experienced with other drums of this general type.

The new Sodium Orthosilicate drum is available from Dow plants and distributors. You'll find it the best shipper and storage container by far in the field. Added to Dow Sodium Orthosilicate's uniform high quality and dependably prompt delivery, this superior drum presents one *more* good reason for placing your order with Dow. **THE DOW CHEMICAL COMPANY, Midland, Michigan.**



you can depend on **DOW CHEMICALS**

DOW

Don't "Do It Yourself"

By JAMES FOASBERG

Foasberg Laundry, Long Beach, California

From a talk prepared for presentation at the 67th Annual Convention of the American Institute of Laundering, Atlanta, Georgia, October 14-17

MY WHOLE PHILOSOPHY of laundry management—successful laundry management—is summed up in the title, "Don't Do It Yourself."

I recognize the do-it-yourself trend has progressed by leaps and bounds in recent years. It's wonderful! Except, of course, when the housewife does the laundering herself—but we won't go into that here!

The laundry manager who brings the do-it-yourself philosophy into his laundry plant introduces a system of

plant management which is so tremendously costly, so detrimental to efficiency, that he actually endangers the structure of his entire business. I believe that more businesses have failed because of poor management than for any other reason—and that this poor management consists of too much doing-it-yourself.

I think that I know quite a good deal about running a laundry (and a drycleaning plant) successfully. I know how to run a laundry—and I

run a laundry—but here's what I *don't* do. I don't try to be an amateur steamfitter, plumber or installation man. I don't know much about boilers to begin with, and I have no desire to learn about them. There are specialists who know all about boilers—and when I need help I can call on them. Not only will they do the job more correctly than I can, more quickly than I can, with a guarantee on their workmanship—but I can *earn* the money to pay them their fees easier than I could



Call-office promotion campaigns are planned by Jim Foasberg, carried out with aid of advertising agency. Fresh flowers appear on the counter at all times.

Twelve Promotions a Year

With a family background in the laundry business, James W. Foasberg launched his Foasberg Laundry in Long Beach, California, in 1947. One important factor in its continuing success is his promotion program designed especially to increase cash-and-carry volume.

Each month Mr. Foasberg stages a promotion campaign built around a timely theme. The cam-

paign includes mailing of 9,862 colored folders announcing the current promotion, giveaways and store decorations suited to the month's theme.

The printing of the direct-mail pieces costs \$100, with postage at 1½ cents each. Other costs vary. Store decorations are mostly rented, with Mr. Foasberg helping his employees do the decorating. Giveaways are chosen to be really useful and to keep the customers thinking about Foasberg's. Apart from these promotions, no other advertising is used.

The campaigns are not extended to route customers, who are already regular patrons. If route customers ask for the giveaways for that month, the routemen hand them out, but they do not suggest the special nor use it as a door opener.

Results show that these promotions are getting the new call-office customers and keeping many of them, although Foasberg's prices are slightly higher than the average in the area. Also, many customers bring in other items in addition to the month's special.

An incidental benefit is the reaction of employees, who enjoy the variety and cooperate wholeheartedly.



One of Foasberg's most successful promotions was built around neckties. Before the event, an average of 100 ties was cleaned in a normal month; since, the average has been 300. During the promotion 3,000 neckties were cleaned.

For this promotion Mr. Foasberg purchased 200 good-quality new ties at a big discount from a local dealer who was overstocked. The ties were hung all around the call office, and a 10-foot paper tie on the wall gave instructions for the event. It was announced by the usual mailing and two large signs outside the building.

When a customer brought in a tie to be cleaned, he had his choice of keeping his own tie or trading it for any of those on display. If he traded (and many did) his tie was cleaned and then placed on display.



A highly successful promotion designed to get customers into the habit of making regular calls at Foasberg Laundry featured seed packets as giveaways. Mr. Foasberg bought the packets at a 50 percent discount, and lined up a local nursery to cooperate.

The usual mailing explained that the customer would receive one

free packet of seeds for each bundle of laundry amounting to \$1 or more per week. As a bonus, a dozen aster plants were offered to every customer who completed four consecutive weeks. In addition, the cooperating nursery gave a potted fuschia. When the customer called for the fourth-week bundle, he received a certificate which stated that he was entitled to the plants and that the nursery was donating them.

Over 500 customers received the four-week bonus, the laundry gained many permanent new customers, and the regulars were more active, Mr. Foasberg reports.



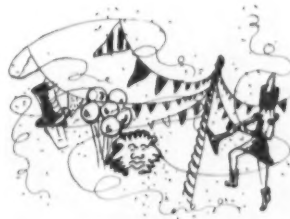
Christmas at Foasberg's featured a big tree, with two oversized artificial poinsettias behind the counter. Across the counter were miniature Santas (cost 4 cents each) which made acceptable gifts for the children.



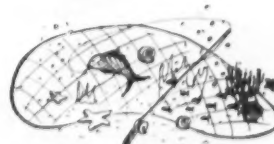
"Dress Up for Springtime" was the theme of Foasberg's April promotion. A decorating rental agency supplied punch plastic mesh netting and a big Easter bunny. Although little feathered chicks (not live) were intended for the chil-

dren, many women asked for them and wore them pinned to their coats.

For Easter week the walls were covered with paper flowers, while four big orchids on the counter, emphasizing the main "Flower Fresh" theme, attracted much admiration.



The "Fall Fashion Carnival" covered the care of fine linens and fancy tablecloths in addition to the drycleaning of formals and tuxedos. The call office was decorated in carnival style with balloons and streamers, while bright-colored flags were stretched across the drive-in. Counter girls wore colorful top hats and distributed free balloons to children.



A "Cotton Clinic" promotion involved two mailings, each containing a coupon worth 50 cents on cleaning faded blue denims. Call-office decorations featured a vacation motif—fishnets, fish, and vacation clothes on the walls, and coral and starfish on the counter.

save the money by doing it myself. My time is worth more, my effort is worth more directed toward laundry problems of production and sales than toward relining the boiler.

I don't try to do my own painting. I know that repainting the plant is simple today, what with rollers and new paints—but it's too expensive for me to try. I can hire professional painters (at good high union wages) cheaper than I can do the job myself.

I don't do my own bookkeeping. My plant is a small one, running around \$4,000 per week. Rather than keep a

full-time bookkeeper on the job, I can call in a firm of auditors, CPA's as a matter of fact, who'll take my books of original entry once a month and give me a balance sheet and operating statement and any other special figures I need in about one day's work. They'll also handle my various tax reports, fill out my income tax returns—and because they are experienced on income taxes and know the latest modifications of the law, they can save me a lot of money I couldn't save myself.

Moreover, I don't monkey around

with my unemployment tax problems. For one-tenth of one percent of my payroll, I can have a specialized firm handle all of the details, fight unfair claims for me, make appearances, and over a period of time bring my tax down from 2.7 percent to practically nothing. Why fool with these taxes when I can buy the service I need for so little?

I don't do my own garage work. There are plenty of service stations and garages around bidding for my business. They have the equipment

(Continued on page 30)

SAVE

\$70—\$80—\$90 or MORE each week.

Increase production and reduce labor turnover with "A" SPREADER

Increase efficiency; reduce idle time of feeders and folders.



This machine enables

ONE Operator to "spread" and deliver to the ironer feeders, more sheets per hour, than 3 to 4 hand shakers.



This IS the backbone of **MECHANIZED flatwork**



THE SAGER "B" SPREADER

This machine is designed for the single ironer plant. For the feeding of large flatwork at high speed and in larger lots.

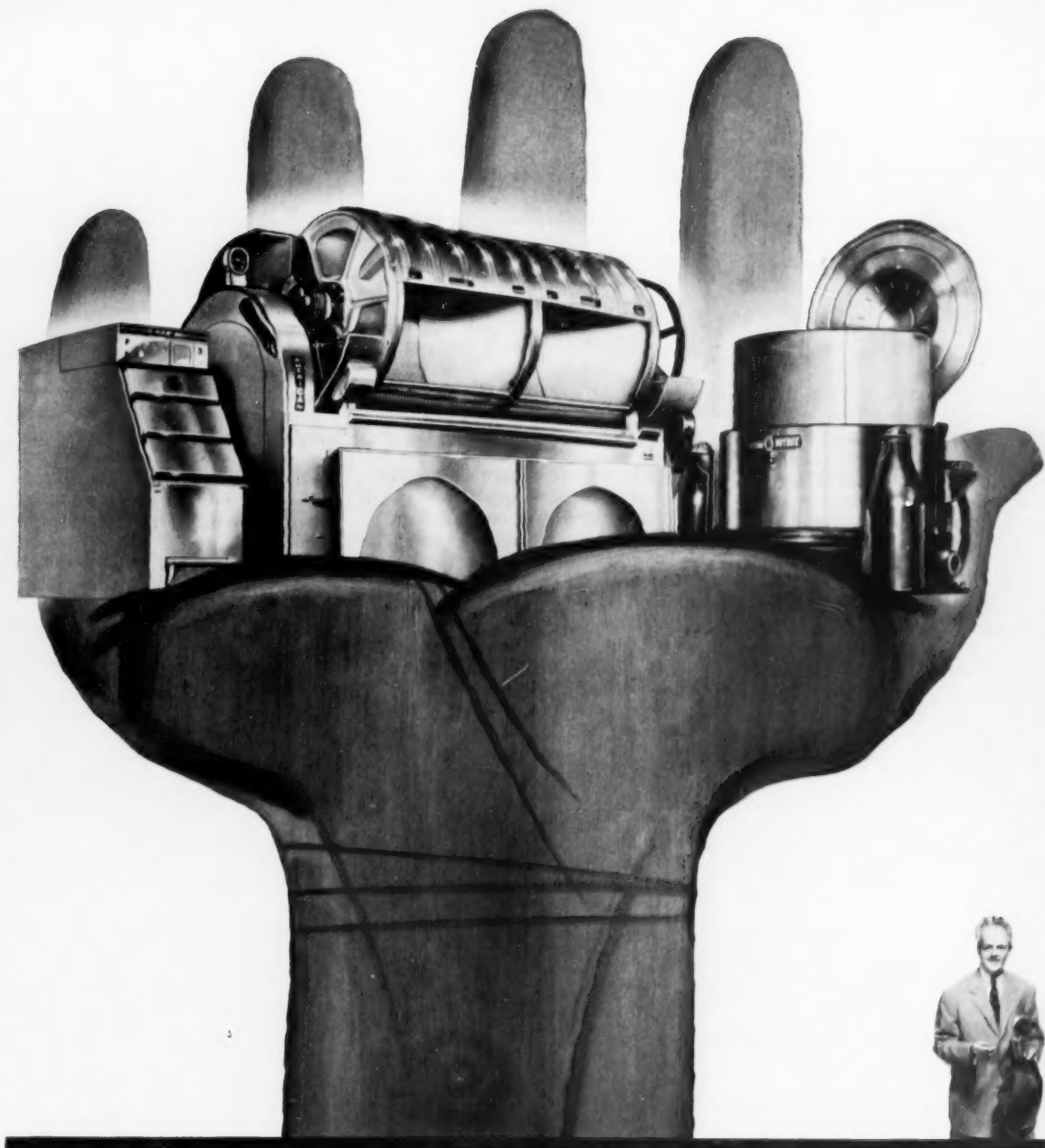


ONE Operator does the work of 2-3 hand shakers; with less effort and higher efficiency. There is NO lifting of heavy loads, 80-90 sheets are quickly and easily transported to the ironer feeders on each of three RACKS.

Increased employee efficiency. Idle time at the ironer greatly reduced. Labor turnover reduced. Your SPREADER Operator becomes a machine operator. INSTALLATION quickly and easily made. Independent of the flatwork ironer. Model "B" can be PLUGGED into the lighting circuit.

Manufactured by M. A. POCOCK

1234 Central Ave. N.E.
Minneapolis 13, Minn.



You can get along with almost any laundry washroom equipment. But, there's only *one* washroom team that gives you the most for the least . . . in quality work, equipment investment and labor cost!

This is it . . . "full-automatic" American Cascade Unloading Washer and Notrux Extractor!

You can depend on your American Representative's advice in your selection of equipment from the complete American Line. Backed by our 86 years experience in planning and equipping laundries, he can help solve your production problems. Ask for his specialized assistance anytime . . . no obligation.

*World's Largest,
Most Complete Line of Laundry
and Dry Cleaning Equipment*

American
The American Laundry Machinery Company • Cincinnati 12, Ohio

October 15, 1954

(Continued from page 27)

and materials to lubricate my cars, to service them in every way. Why should I keep a garage staff of my own on full time? Why should I invest in tools and greases and tanks and the inventory of items necessary to keep trucks running on the routes? I send the work out.

Another thing I don't do myself is my advertising. I'm not an advertising specialist and never will be. I'm not familiar with all the various types of artwork, and the photoengravings, and the printing type faces that are part of the materials of advertising. I haven't the time to hunt up commercial artists, to run down to the printer's and check proofs, to visit display houses to find materials for decorating my call office. I hire an advertising agent to do the running around for me, to put my sales ideas into advertising form, and to keep my advertising program continuous and regular.

And, of course, while we are going into all the things I don't do, we may as well mention that I don't do much productive labor. Sure—I can finish a shirt if I have to, when somebody is sick. I'm also a pretty good shaker, feeder or folder. I can wash, mark and distribute, too. But I don't . . . except in a great emergency. I can hire employees for around \$1 up per hour to do that type of work—and my time is worth a great deal more than \$1 an hour.

This point isn't as funny as you'd think, either. I know plenty of struggling small plants where the owner and manager is also the folder off the flatwork ironer. That, of course, is why they are struggling small plants—but these managers can't see it. They think they are saving money by working on the flatwork ironer!

Those are some of the things I don't do myself; there are a lot more that I could list. I know that I can always buy specialized services cheaper than I can do them myself. I'm a laundryman, not a painter, boiler mechanic, accountant, advertising man, tax expert or what have you. I make money running a laundry.

Well, then, what *do* I do?

At six in the morning I get up, walk out into that wonderful California sunshine. I'm at the laundry by seven o'clock in time to greet my employees as they come in to work, to see that everyone is on the job, and to get the office, the route and the plant into early-morning efficient operation. That's something I do myself—personally greet every employee, personally handle all of the detail of getting going, personally check on claims and specials, personally start managing.

From there on my typical day is spent in operating the laundry and drycleaning plant. I'm around, seeing that everything goes as it should, checking operations, analyzing production and sales problems for more satisfactory solutions, comparing and studying methods, and seeing that lots go through like clockwork every hour.

I'm sure that the answer to efficiency is in keeping adequate records and so every department maintains figures constantly—figures that are simple to record, accurate and easy to check. If there's trouble, I know about it almost at once and have a chance to rectify it before the whole system is out of kilter.

One of the major problems of the small operator is that he ordinarily has nothing to check against; he has nothing but some gross gauges of efficiency to guide him. We have licked this problem by cooperating with our competitive plants—large and small. We have a group of some 13 plants, all keeping the same figures in the same ways, and all of the figures from these other plants are available to me at any time. In fact, I can go into any of the other plants at any time and find out from management anything I want to know—honestly presented from their books. I can study their methods, their equipment and machinery and their systems to improve my own.

We call this group a Cost Bureau and—you've guessed it, the work is done by an accountant hired particularly for this job by the group of plants. I don't do it myself.

We break down productive labor into six major departments: marking and distributing considered as one department, shirts, flatwork, finishing, the washroom, and a miscellaneous department that includes everything else that comes under productive labor, such as mending, tumbling, starching and specialty work.

In each of these first four departments we keep a record of the pieces handled (in California we go by pieces rather than the poundage figures used in the East). And, of course, we keep hours and pay in all of the

Shirt Production

Cost Bureau Figures August 1954

Plant	Shirts per hour	Cost per 100 shirts	Pay per hour
A	31.82	3.525	1.122
B	31.66	3.405	1.078
C	34.23	3.149	1.078
D	35.03	3.746	1.312
E	33.93	3.407	1.156
F	35.51	3.622	1.286
Foosberg	33.32	3.303	1.101

Fig. 2

departments. In a small plant this isn't quite as easy to do as it is in a large plant, because we have a few girls who work in several departments—swing girls who can do more than one job as the need arises. We have to watch their time rather carefully to see that it is charged to the correct department, but the majority of employees are regular in their departments.

From these simple figures we keep, we arrive at three important gauges or guides. First, the production in pieces per operator hour—how many shirts, for example, each operator on the shirt line produces in one hour. Secondly, we find the cost per piece, or per 100 pieces since this avoids fractions. For example, we see that on the shirt line each operator is producing $33\frac{1}{3}$ finished shirts per hour at a cost of less than $3\frac{1}{2}$ cents per shirt, or \$3.303 per 100 shirts. The third figure is the average pay in the department per hour—in this case, \$1.101 per hour. While we can't do much about the pay rate per hour, you can see that we can control the cost per 100 by increasing the production of pieces per hour.

Once a month all of the plants in the group have a management meeting including dinner together, a meeting that may run from five to eight hours in length, where we compare our figures. Each month a book is published for our use which contains the complete figures for every one of the plants, as well as average figures.

Here, for example, is how I use the figures comparing shirt production. As an individual operator, I would not know whether $33\frac{1}{3}$ shirts per hour were good, bad or indifferent. But when I can see what other plants are doing—on the same equipment I have or competitive equipment, under various conditions—I have a guide to indicate where I stand in efficiency within this department. The production per hour, the cost per 100 shirts, and the pay per hour are shown for each plant. Now I have a basis for managing, a tool I have never had before. □□

Productive Labor

Foosberg Payroll August 1954

	%
Marking and distributing . . .	5.66
Washroom	3.93
Shirt units	4.75
Flatwork ironers	4.22
Finishing department	4.58
Miscellaneous	2.26
Total	25.40%

Average Wage \$1.194

Fig. 1



*nothing
outwears...*

*
DATEX

(DACRON DUCK)

for Flatwork Ironers

developed and manufactured by gibraltar

- Guaranteed for 18 weeks on chest-type ironers; may last twice as long!
- Has a smooth surface for high quality finishing.
- Greatly increases padding life.
- Put on same way as cotton covers.
- Used over either cotton or Nylon padding.
- Should be reversed after ten weeks for best results.

Can be used with Gibraltar's "Interchangeable Assembly", which is guaranteed for TWO YEARS.



GIBRALTAR FABRICS, INC.
2236 PITKIN AVE., BROOKLYN, N. Y.

Datex is Gibraltarized! (Pre-shrunk) Will shrink less than any other Dacron Flatwork Ironer Cover.

**"DATEX"
COVERS**

AVAILABLE IN:

90" x 120"	72" x 120"
90" x 110"	72" x 110"
90" x 100"	72" x 100"

Send for information,
samples and prices.

Sold through
leading distributors
everywhere.

Home atmosphere is conveyed in interior decorating. Wallpaper of flowered design and window-box full of begonias (in store front out of picture) add to inviting appearance of 24-by-44-foot plant



The Diary of a Quick-Service Operator

It demonstrates that the first 10 months are the hardest for the new laundryowner

EVERY BUSINESS DAY since last November, when he opened Lovejoy's Laundromat in Kingston, New York, Fred Lovejoy has made entries in a little black book. They cover the state of the weather, the number of customers, what services they bought and the money he paid out to stay in business. Because the record makes interesting reading for anyone contemplating an adventure in the quick-service laundry business, it is reported here. It is Fred's hope, and ours, that his experience will benefit the industry.

The first entry is dated November 23, 1953, and simply states that 21 customers showed up. They were good for 32 washer loads, 19 tumbler loads and \$16.85 in business. The second day 14 customers bought \$15.95 worth of service and the third day only 9 customers spent \$6.95. The sales curve didn't look too encouraging! However, the following day was Thanksgiving Day and the day after that things began to look brighter. The record shows that the five-day week ended with a total of \$73.80 in the till received from 85 customers who bought 145 "washes" and 59

By JAMES A. BARNES

"dries." Sixty-eight of the loads were bleached and 22 were blued.

October 2 of this year Fred had his biggest single day when sales reached \$127. That's quite a contrast to the early days and reflects a lot of hard work and planning on his part. Let's take a closer look at that book.

It shows that on September 28 last year Fred wrote a check for \$125 for rent for a month commencing October 15. The following day he wrote another check for \$2,000 as the first payment on his equipment and on October 1 he paid \$5 to have the three-year lease drawn. Then work began.

Because a chimney could not lead out from the cellar Fred had to build a leanto of concrete block at the rear of the building to accommodate his 700-gallon-per-hour oil-fired instantaneous boiler. Fortunately, Kingston water enters the plant at from 17 to 25 parts per million hardness so he didn't find it necessary to invest in a water softener. Most of the painting and interior decorating he did himself. His plumbing cost him \$2,000 and his wiring \$752.08. By

the time he opened the doors for business he had laid out a total of \$6,190.50 for capital expenses (payments on equipment, cost of installation and interior decoration). Operating expenses for the period were \$310.88 and total sales for the six business days of November were \$100.09.

At the time of opening Fred devised a break-even chart based on the information his preparatory experience had shown and figured that he must achieve a sales volume of \$120 a week, with no help other than his wife (neither she nor Fred draws any salary or wages from the operation) before showing a profit. He also estimated that volume must hit \$200 per week before he could hire outside help and still show a profit (see chart page 34). The chart indicated that if he hit \$400 weekly sales and kept his costs in line, the plant would show a profit of 50 percent of sales.

The \$120 break-even point was exceeded the second week of business when sales reached \$127.54 (122 customers; 253 washes; 75 dries). Sales have never fallen below that weekly figure. By the week of Jan-

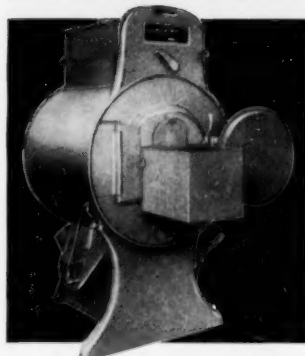
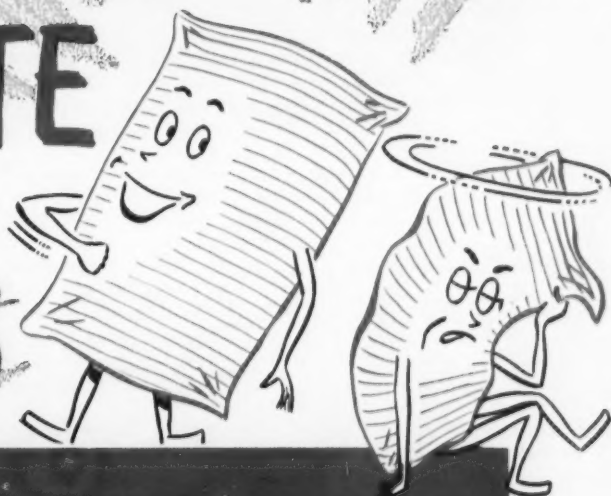
**AN ADDED SOURCE OF INCOME
FOR LAUNDRIES and DRY CLEANERS!**

**RENOVATE
PILLOWS**

WITH

HUEBSCH

**FEATHER
RENOVATING
MACHINES**



● Model A (shown above) cleans, steams and dries feathers in a few minutes. Hopper is removable.

● Model B is available with separate feather transfer unit for speeding up processing operation.

● Both models can be quickly and easily converted to regular drying tumblers, should feather renovating be on a seasonal basis.

● For more business—and more profits—consider the advantages of offering your customers a pillow renovating service.

It is one of the few laundry services a housewife cannot perform at home. They send you flat and lumpy pillows with soiled ticks—and you return pillows that are firm and round like new—with ticks that are immaculately clean and fresh.

It is a wonderful way to get *new* customers—and to get bigger orders from your present customers. Best of all, Huebsch feather renovating equipment is not expensive to install—and is economical and simple to operate.

Hundreds of laundries and dry cleaners are now featuring this service. Find out about it yourself. Just write us and ask for the folder describing Huebsch Feather Renovating Machines.

HUEBSCH MANUFACTURING COMPANY

MILWAUKEE 1, WISCONSIN

Division of THE AMERICAN LAUNDRY MACHINERY CO.

uary 18, weekly sales were \$253.12 and had been over \$200 for the fourth consecutive week. Therefore, according to plan, the first outside productive employee was hired. Mrs. Nettie Maxwell has been on the payroll ever since. She is the great-grandmother of seven and, according to Fred, can stand the daily gaff better than he can.

In the intervening months the staff has been extended as the volume of business required. Right now it consists of two ladies and a high school boy who total approximately 78 hours per week at an average weekly cost of \$67. When compared with sales for the week of September 20 (\$451.06) productive labor costs are running 14.8 percent of sales. In discussing these figures Fred points out that rigid adherence to the line representing labor cost on the break-even chart is crucial. There are variances, of course, but every time he considers expanding the staff he knows by glancing at the chart that the cost will come right out of profits if he gets off that line.

Another advantage of operating under the break-even chart is demonstrated by the example of Fred's new tumbler. Originally the plant was equipped with two 40-pound gas-fired tumblers. This capacity would not prove sufficient to meet his needs as the business grew and he estimated that another tumbler would be required when weekly sales hit \$350. He made provision for this on the chart and at the end of the week of June 21, when sales hit \$341.47, plans were made to install an 18-pound tumbler. The following week's sales were \$424.36.

Lovejoy's offers two services: wet-wash and dry-fold. A sign in the store lists the following prices:

Washing	20¢ per load
Soap	5¢ per load
Bleach	5¢ per load
Blue	5¢ per load
Drying	35¢ per load
Service charge	10¢
Wax-lined paper bags	10¢ each

Originally the service charge was intended for customers who requested that their work be loaded in their cars. However, it is not rigidly adhered to any more. The plant has never operated as a self-service establishment. Equipment consists of thirteen 9-pound washers and a twin-cylinder 25-pound washer, the three tumblers and two small extractors. While the price structure is based on 9-pound washer loads, the management reserves the right to wash work in the larger washer at its own discretion.

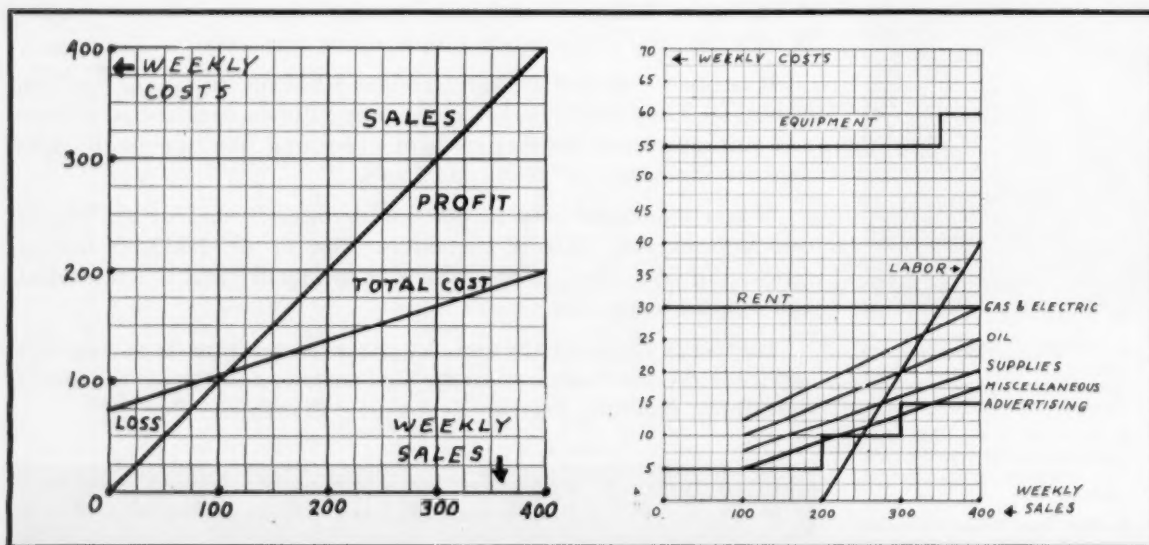
The plant is located on the main thoroughfare of town in a building with a 22-foot frontage. There are no adjoining buildings. A driveway at one side leads to a parking space for five or six cars at the rear. The neighborhood is predominantly a retail shopping area. The front presents a very pleasing appearance to passers-by and the interior is attractively decorated with wallpaper of a flowered design and kept immaculate.

Customers were given receipts for their bundles at first. However, this custom has been abandoned except in those cases where a receipt is requested. Everyone in the store is busily concentrating on learning the names of all customers so they can

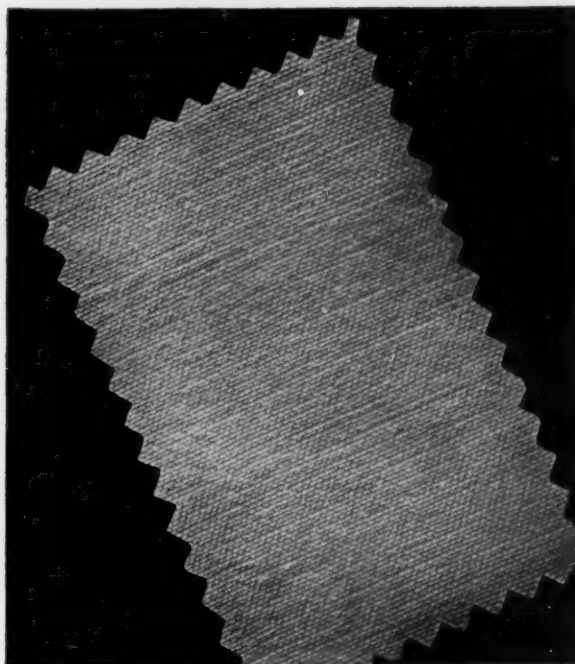
be spoken to by name as they enter. The store is open from 8:00 a.m. to 6:00 p.m. every weekday except Monday and Friday when it stays open until 9:00 p.m.

Kingston is a city of approximately 30,000 people. It is bound to continue to grow inasmuch as new industries are settling there. Fred investigated several communities before deciding to locate there. He says his choice was made on the basis of the income level of the average citizen as much as any other single factor. He says the income of the average Kingston resident is neither high nor low. He believes it is the middle-income group which constitutes the bulk of his customers, neither the "carriage trade" nor the lower-income groups. Location of an operation such as this should be based primarily on such thinking, he believes.

The operation represents an investment of \$14,000 to date and that \$400 weekly sales figure has been exceeded every week commencing with July 19. Fred Lovejoy is right on the job every day greeting his customers and operating the equipment. He believes this type of operation offers the industry its greatest future because of the personal contact with the consumer it affords the operator. However, he does admit that unlimited expansion is something that puzzles him. His present space won't accommodate finishing equipment and it may be that other similar stores under one management may be the answer. If he continues to use that little black book and the break-even chart to guide every move he makes it's our guess he will continue to succeed. □□



Break-even chart is composed of two parts. Section at left shows true profit picture in relation to weekly sales volume. At right costs, or individual expense items, on weekly basis



WITH WYANDOTTE ARLAC...

This swatch of cotton muslin was treated for 30 seconds in a solution containing $\frac{1}{2}$ teaspoon of ARLAC in 10 ounces of warm water—plus 15 drops of a standard carbon soil. The swatch was rinsed and pressed dry. ARLAC *really* suspends soil!



WITH AVERAGE SOAP BUILDERS...

This swatch was treated in exactly the same manner as the one at left—except that an average soap builder was used. Other soap builders similarly tested showed approximately the same intense darkening effect, caused by inferior soil suspension properties.

Wyandotte ARLAC gets out all the dirt

...holds it in suspension

Fabrics come *really* clean when you use Wyandotte ARLAC*—you can see the improvement immediately!

ARLAC—a highly active alkaline detergent and soap builder containing Wyandotte's exclusive CARBOSE*—gets *all* the dirt loose... holds it in suspension to give fabrics a whiteness retention of 98-100%! Easy on fabrics, too. Tensile-strength loss averages only 3-6%!

cuts soap costs 20-30%



Instantly soluble and free rinsing, Wyandotte ARLAC activates soap—steps up soap mileage 20-30% over average builders! And, because of its outstanding soil suspension, no soap is needed in the break—which means you can start saving soap right away!

Just get in touch with your Wyandotte representative or jobber, and get ARLAC, today—for cleaner, whiter washes at big savings! Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, Calif.

*REG. U.S. PAT. OFF.



Wyandotte CHEMICALS

Helpful service representatives in 138 cities in the U.S. and Canada

Specialists in laundry cleaning products



Improved understanding of self and others is aim of year-round supervisors' sessions conducted by industrial relations director Irving Halevy (standing) at Brunswick Laundry

Do You Understand Your Employees?

Unique supervisors' training program teaches how to get along with people

By HENRY MOZDZER

THE ART of getting along with people, if it is taught at all in industry, is generally confined to a short course that outlines a few basic rules of acceptable behavior.

Not, however, at the Brunswick Laundry of Jersey City, New Jersey. This 56-year-old firm is credited with being the largest family-service laundry in the nation. Capably managed by the Sieminski family, it provides employment for some 500 persons. It is also distinguished by the fact that it goes outside the industry if necessary to get the best talents available for a particular job.

Brunswick's human relations training program for staff supervisors is believed to be unique in the laundry industry. The program is conducted by Irving Halevy, a trained specialist in the field of vocational guidance and

occupational adjustment. He is a faculty member in labor and management at Fairleigh Dickinson College and last year won the Research Institute of America's annual award of merit for his contributions to executive skills.

"Know thyself" is basic

The main features of the Brunswick plan are: (1) It operates on the premise that the best supervisors are those who understand people, and that no one can understand others until he first understands himself. (2) It is not so much concerned with teaching the supervisor *how* to act as in getting him to understand *why* he acts the way he does. It is intended to stimulate thinking rather than stereotype it. (3) The program is a continu-

ing one and makes no attempt to teach all in ten easy lessons. It is now in its second year.

Here's the way the program operates: The supervisors meet for an hour each week. The meetings are usually scheduled just before noon and thus provide ample opportunity for the members to thrash out some of their ideas on the subject during the luncheon period. The sales supervisors meet on Wednesdays, the production supervisors Fridays. The primary reason for this division is that the latter group deals primarily with women employees while the former deals with men. A slightly different approach is presented in each case but the subject matter is the same.

The first eleven sessions serve to acquaint the supervisors with the findings psychologists have made regarding human behavior. During the balance of the year case studies are presented and the supervisors are encouraged to analyze each in the light of what they have learned.

The course can be continued indefinitely since it is all but impossible to exhaust the wealth of material available in the time allotted. Given another indoctrination with fresh material, the members are ready to start anew. This procedure has its advantage in that the subject is kept constantly in mind and the lessons learned are more apt to be put to use—unlike a short course which is quickly learned and promptly forgotten. New material creates new interest and nothing so intrigues a man as learning more about himself.

The introductory sessions cover a host of topics and the lecture titles read like the index to a standard text on general psychology. (Actually, no one book is used but rather the gleanings from many books and learned papers.) The titles are:

1. The Definition of Personality
2. Psychological Forces in Human Behavior
3. How What You Need Influences Your Behavior
4. Emotion and Reason Compared
5. The Emotional Development of Man
6. The Effects of Frustration and Conflict
7. Using Stress Situations To Attain Emotional Growth
8. How We Adjust to Tensions
9. The Application of the Golden Rule in Human Relations

(Continued on page 38)

good cash
profits every
month

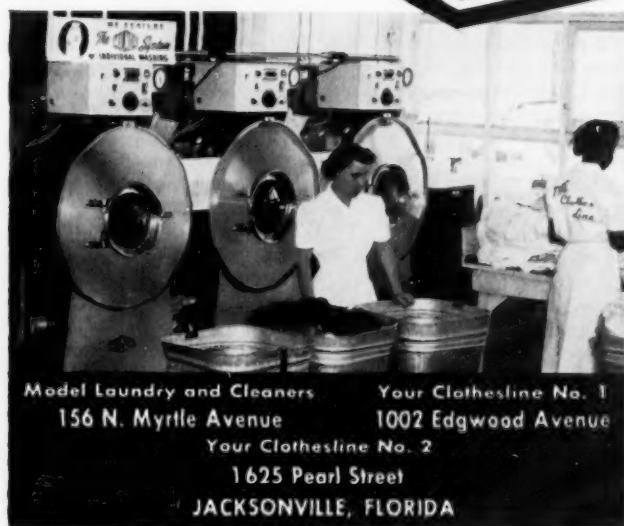
with



MR. HAROLD "RED" MILTON

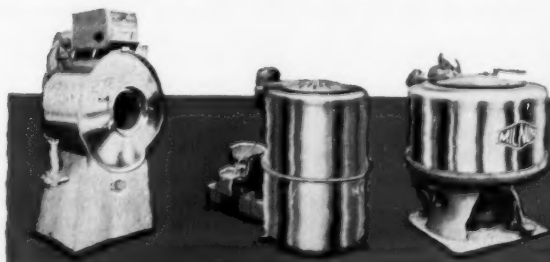
"We located our first Milnor Activated Store in the middle of a nest of seven competitive plants. In three weeks we operated at a profit. Our second Milnor Activated Store repeated the same results. It is a thrill to pocket good cash profits every month from these new sales outlets instead of disbursing selling expenses as heretofore. Our on-location and wash-dry-fold service is profitable. These Milnor Activated Stores also sell a lot of new work for our Main Plant without additional selling costs. We have found new and worthwhile profits and made important savings in selling our main plant work through our Milnor Activated Stores."

Harold & Milton



Model Laundry and Cleaners Your Clothesline No. 1
156 N. Myrtle Avenue 1002 Edgwood Avenue
Your Clothesline No. 2
1625 Pearl Street
JACKSONVILLE, FLORIDA

INSTALL MILNOR EQUIPMENT TODAY



WRITE, WIRE OR
PHONE

Pellerin



CORPORATION

8000 Edinburgh Street, New Orleans 18, Louisiana

(Continued from page 36)

10. Labor-Management Relations and Their Effect on Production

11. The Use of Discipline in Human Relations

The program is not designed to turn the supervisor into a practicing psychologist. It is intended to give him a better understanding of himself so that he can better understand others. It tries to make the supervisor employee-conscious to the point where he uses the responsible "we" rather than the defensive "they" when talking about those under his charge. It throws a new light on old problems which he may previously have regarded as unalterable.

The sessions are conducted informally and group participation is encouraged. The material is presented in easy doses, using everyday problems with which the members may readily identify themselves. Then an attempt is made to relate these problems to those found in the plant.

How technique is applied

Here is an example taken from one recent session which serves to describe this technique: The lecturer starts by citing the case of the youngster who makes a practice of hitting a younger brother. Despite the fact that the parents punish the elder he still persists—if not when parents are watching, then behind their backs. The only way to stop these actions is to find the real reason for them.

The lecturer then goes on to explain that it is the nature of mankind to want to belong to something. If he doesn't have this feeling of belonging, then he may react in an unsocial manner. This may be true in the case of the boy described. He may feel that he has a rival for his place in the family; he may feel that he doesn't belong. Wanting and needing parental approval he acts out of fear or revenge. Not everyone reacts in the same way. Some resort to physical violence while others may use more subtle tactics—big brother may become a "mamma's boy" and win his place in the family by doing everything exactly right to show his brother in a bad light by contrast.

What parallel does this have in industry? The lecturer suggests that there is a "parent-brother" identification in any plant. The employee needs the approval of a superior (who may be regarded as "the parent") if he is to continue in his job. And his peers or fellow workers (or "brothers") are his rivals. This rivalry is evidenced by the fact that it is usually the old-time

Labor is the most important and most costly item on the laundry ledger books, yet surprisingly little effort is made to maintain and improve it. A plantowner rarely discards a piece of equipment without first calling in a highly paid technician to see if he can get it working properly. But very few take the trouble or courtesy to do the same where the employee is concerned. They would rather let him go, giving as their reason that the employee "couldn't get along with other people."

It is a little disconcerting to note that a recent survey among employers from many different industries gave the selfsame reason in the case of two out of every three persons dismissed.

This story describes how one Eastern laundry is coping with this problem of human relations.

employee who puts the new employee at ease.

Thus, in a roundabout but more forceful way, the supervisors are brought to realize that it is really their responsibility to make the newcomer feel at home; to give him a sense of security, a sense of belonging. Lacking this reassurance the employee will always feel that his job is threatened. This feeling may impair his production and may cause him to react in a way that is not socially acceptable.

It can readily be seen that the realization of knowing why something is wrong and getting at the real crux of the matter is so much more effective than blindly following a set of rules which say "Smile," "Offer a warm and hearty handshake," "Never reprimand a man in front of his fellows," etc. The advice is good but not nearly adequate.

The case-study sessions get down to specific supervisory problems which are noted in the plant by the industrial relations directors or which may be raised by the supervisors themselves. The industrial relations director is in an excellent position to see these since he is also in charge of relations with unions (Brunswick has three of them), the industrial nurse, the industrial engineer, the cafeteria, the stencil and adjustment department, customer relations, security, safety and internal relations. He also coordinates on a policy-making level with the sales, finance and production end of the business.

The session may touch on such topics as how to handle the lazy em-

ployee, a hostile one, a nonproducer. Or what to do about the route salesman who pulls in early or one who won't canvas. There is no lack of problems.

The outstanding advantage of these sessions is that the problems can be discussed first-hand. The supervisor knows the problem first-hand and the director can supplement this information from personal experience or from his files. Brunswick has a file on every employee in the plant which includes a record of past experience, references, personality profile, aptitude scores, supervisory ratings and any material that arises in connection with the employee (an incident file). No attempt is made to tell the supervisor what to do. But parallels are drawn and he forms his own conclusions.

Any such program naturally requires the services of a highly qualified person. Not only must he be well versed in the subject but he must also be a man who inspires confidence. He must be a good moderator who can control the discussion along predetermined channels. Emulators are warned that such men come high on the labor market.

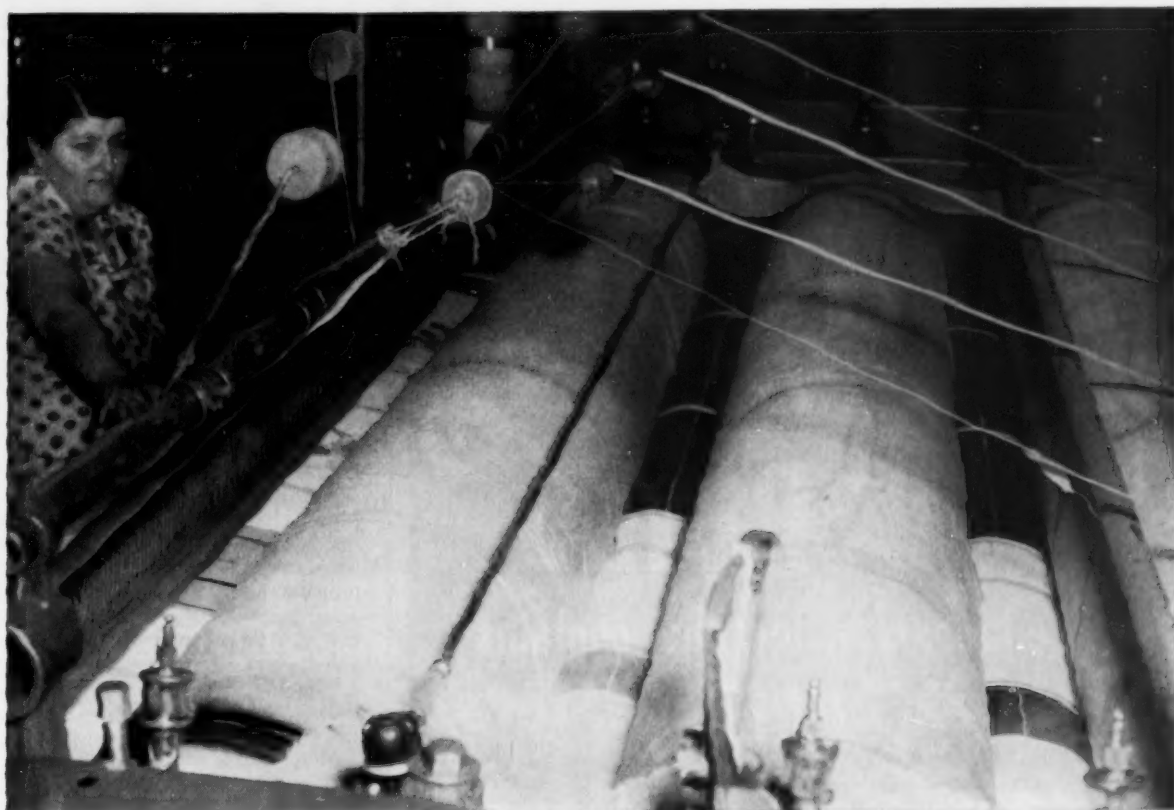
Is it worth it? Brunswick Laundry employs 500 persons. Management realizes that what is good for the employee is invariably good for the company. If the employees are disgruntled it is more than likely that production and quality will suffer. Good human relations are essential to the welfare and continued growth of the business.

Brunswick is not only willing that its 22 supervisors spend an hour a week in these sessions—which in the course of a year amounts to well over 1,000 man-hours—but encourages its supervisors to take supplementary courses at its expense. Many of the supervisors sign up for a YMCA night course during the winter which presents a series of seven lectures by responsible men on various phases of human relations.

Effect on turnover

It is difficult to measure the value of all this activity in dollars and cents; goodwill and loyalty are intangibles. The lack of these, however, is often reflected in absenteeism and a high rate of labor turnover. While there are other factors to be considered, Brunswick's score on these is not unfavorable. Labor turnover was reduced 68 percent over last year and absenteeism 52 percent during the same period.

Common sense dictates that all the problems have not been eliminated but Brunswick is at least taking steps in the right direction. □□



Philadelphia Laundry reports:
***Longer-lasting ironer covers of DACRON*
 give a finer finish...save time and labor***

"We're very satisfied with the performance of covers made with 'Dacron'," says Benjamin A. Bourne, president of the Tremont Laundry and Dry Cleaning Co., Inc. "These covers give our flatwork a fine, silky finish—and that means a lot in terms of quality production and satisfied customers."

"Another big advantage of covers made with 'Dacron' is the way they stand up under the punishment of high temperatures and continual use. Our old covers used to burn out in two or three weeks—the covers of 'Dacron' last up to *twenty-six weeks*. Of course, this durability is very important. We don't have as many expensive tie-ups to change a cover . . . save time and labor."

"All in all, these long-lived covers of 'Dacron' are giving us wonderful service and increased efficiency. We're obtaining a high-quality, superior finish in flatwork—better than anything we've had before."

Covers of "Dacron"* polyester fiber last so much longer than conventional materials that flatwork ironer cover costs are reduced as much as 50% . . . and the quality is finer. Why not try a set in your laundry and find out for yourself? Contact your supplier or write: E. I. du Pont de Nemours & Co. (Inc.), Textile Fibers Dept., Wilmington 98, Delaware.

**Registered trade-mark for Du Pont's polyester fiber.*

D A C R O N
 POLYESTER FIBER



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Fall Meeting at Saranac

SARANAC INN on beautiful Lake Saranac was host to more than 200 laundryowners and allied tradesmen over the weekend of September 24-26. The occasion was the annual fall conference of the New York State Launderers and Cleaners Association, Inc.

A board of directors meeting was

held the greater part of Friday while the rest of the members were arriving, getting settled or playing golf.

Friday night marked the official opening of the conference with a general session presided over by Val E. Dayton, president of the association. Karl M. F. Wilke told how insurance

costs can be cut with the association's group program and also described a program that the Metropolitan Life Insurance Company is setting up for the benefit of the members. Safety in the plant was the subject of a talk by Jac M. Lovell of the Safety Management Co., New York.

The theme for the general session that continued Saturday morning was "Cut Costs and Pocket Profits." Some very sound advice was given by James Dalglish of the industrial relations department, National Institute of Drycleaning. He explained how some very simple and inexpensive methods can control labor costs by reducing labor turnover. Mr. Dalglish discussed the great benefits in employee relations that can be attained by the simple expedient of treating employees with a little deference and providing them with pleasant working conditions and employee benefits.

More on this subject was provided by a panel discussion in which George J. Grasser, Wallingford, Conn.; William H. Minty, Bridgeport, Conn., and Arthur C. Rischer, Hartford, Conn., participated. Harold C. Buckelew, executive secretary of the New Jersey Laundry and Cleaning Institute, wound up the morning session with a recap of a sales promotion that was used to promote business in New Jersey laundries.

A golf tournament and other outdoor activities scheduled for Saturday afternoon were curtailed by inclement weather but members took advantage of the respite to prepare for the cocktail party, banquet and dance that terminated the well-attended conference. Edwin W. Pearce, president of the American Institute of Laundering, was the guest of honor and speaker at the banquet.

It was decided during the board of directors meeting to hold the forty-fifth annual convention of the group next April 28-30 and May 1 in New York City.—Jim Nolan

Chicago Plans Dance

The Chicago Laundry Owners Association has announced that its sixth annual dinner dance for laundryowners and members of the allied trades will be held on Saturday evening, November 27, at the Terrace Casino of the Morrison Hotel.



to give you these outstanding results:

SUPERBILD contains *not one* but four active ingredients. Each is added to produce a specific advantage. This exclusive combination is not found in any other product! **SUPERBILD's** 4 ingredients give you results that cannot be duplicated by builders containing a single ingredient.

FREE LITERATURE—tells how **SUPERBILD** can help you get your work done more efficiently and at lower cost. Contains formulas and complete data on white family work, color work and linen supplies. Send for this valuable source of authoritative information.

TECHNICAL SERVICE AND SAMPLES AVAILABLE AT NO COST! Solvay Technical Service is ready to help you with your laundry problems. For service or test samples—phone or write your nearest Solvay office.

- **Regenerates Lime Soaps**—lime soaps are converted . . . made soluble . . . dispersed—do not stick to clothes or build up in wheel
- **Saves Soap**—more suds . . . greater detergency with less material
- **Efficient Wetting and Penetration . . . Superior Soil Suspension and Dispersion**
- **Quick and Thorough Rinsing**
- **Conditions Hard Water**
- **Produces Cleaner, Brighter Work at Less Cost**
- **Safe**—effective cleaning action—yet absolutely safe for linen supply and family wash
- **Non-Caking and Dustless**
- **Gets Clothes Cleaner . . . Easier and Faster** * Reg. U. S. Pat. Off.

Other SOLVAY Products for the Laundry:

GREEN LABEL* COMPOUNDS
SNOWFLAKE* CRYSTALS
SODA ASH • CAUSTIC SODA
LAUNDRY SODA

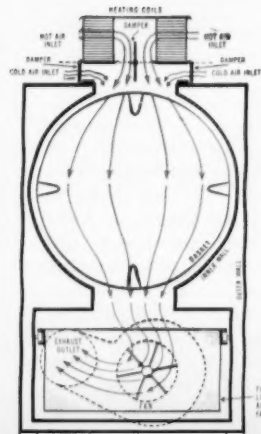


SOLVAY PROCESS DIVISION

Allied Chemical & Dye Corporation
61 Broadway, New York 6, N. Y.

BRANCH SALES OFFICES:
Boston • Charlotte • Chicago • Cincinnati • Cleveland
Detroit • Houston • New Orleans • New York • Philadelphia
Pittsburgh • St. Louis • Syracuse

Cissell Tumblers have the rugged construction you need



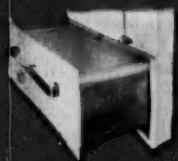
DOUBLE WALLS • NO-SAG BASKET

ALL CISSELL TUMBLERS have double walls! They reduce heat losses... add strength to withstand the day-after-day pounding of commercial use. The CISSELL NO-SAG BASKET has a heavy cast spider... large shaft supported by Timken Bearings. Yes, here's a basket built to take the load—without need of auxiliary supports.



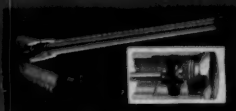
CISSELL GEAR REDUCER

Built in Cissell factory for precision control of each part. Equipped with Timken tapered roller bearings. Gears and bearings operate in a bath of oil. Changes oil only once a year. QUIET, LONG-LIFE OPERATION. No chains or noisy moving parts.



EXTRA-LARGE BUILT-IN LINT DRAWER

Lint collection is simple... cleaning is easy and less frequent.

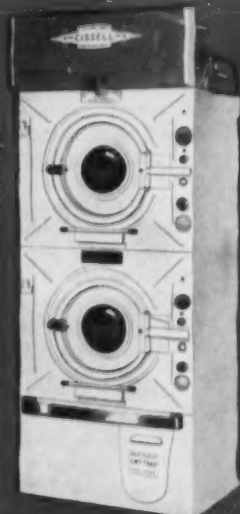


BUILT-IN STEEL BRUSHES

Clean gas burner in less than one minute, in one, easy stroke, without removing burner assembly.



SINGLE BASKET TUMBLERS—36" x 18"—30 lb., 36" x 30"—35 lb., 42" x 42"—100 lb. LAUNDRY—Gas-Fired or Steam-Heated. DRYCLEANING—Steam-Heated only.



TWIN TUMBLER—15 lb. capacity each basket. LAUNDRY ONLY. Gas-Fired or Steam-Heated.

Think of features like these: Time & Temp. Controls that actually think for the operator... 8-Stage Heat Control on Steam-Heated Tumblers... Reversing or Non-Reversing Basket on 42" x 42" or 36" x 30" tumblers... Replaceable Air Filters (on Steam-Heated tumblers) standard equipment on

42" x 42", optional on 36" x 30"... Simple maintenance—any part can be replaced in less than 15 minutes... separate motors for fan and basket... automatic door-switch... Static Steam-Spray and Fused Fire Extinguishers on drycleaning tumblers... and many other features.

CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC.
LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles. Foreign Distributors write Export Dept.

Cable Code: "CISSELL"

PART V

How To Use Direct-Mail Advertising

By ROBERT M. PLACE

HERE IS A PROPHECY that direct-mail advertising is a "comer" in the laundry and drycleaning field—in spite of a long history of prejudice against it from the oldtimers.

In the past direct-mail advertising has never been understood by the average laundry advertiser, so that his experiences with it have seemed bad. We might as well clear up the reasons for this before we go into a general discussion of advertising by mail.

Compared with newspaper or outdoor-poster advertising, direct mail sounds expensive since it consists of individual ads posted to individual readers. Newspapers may quote a circulation of 100,000 copies of your ad at a cost of \$100, while you may not be able to send more than 2,500 special letters for the same cost. Is direct mail worth doing, then?

Newspaper advertising has often been compared to hunting with a shotgun, while direct mail is hunting with a rifle. To be sure, 100,000 copies of your ad may be printed and distributed by the newspaper, but no one believes that 100,000 people are going to read that ad; no one believes that even half that number are going to read the ad. Most of the buckshot of your newspaper ad is going to be wasted in thin air.

On the other hand, most of your direct mail is going to be read—at least to the extent of being identified with your name and business. Direct mail does get to the attention of your prospect, while an ad broadcast in the

newspaper may be seen by none of your prospects. The term "expensive" can have meaning only in relation to results.

Moreover, the laundry advertiser is often inclined to forget that he is one of the public himself—that the rest

of the public is not going to react differently to advertising than he does himself.

Let's say that you receive a direct-mail postcard from a local garage which states that its workmanship in automobile repair is excellent and its prices reasonable. Are you going to rush down with the family car for a tune-up? Of course you aren't. But the next week along comes another postcard bearing a similar message, and after that another and another. By the time you've received a series of direct-mail ads, you've come to the conclusion that this garage may have something and, since you're dissatisfied with your current serviceman, you drive to the garage.

It takes time and repetition to establish conviction and create the desired action. Yet many advertisers think one letter mailed should cause hundreds of customers to storm the call-office doors, and they are disappointed in direct mail when nobody shows up. Experience will show them that results increase with each piece of direct mail sent, up to a maximum return (usually) on the sixth mailing and good returns through about ten mailings. Direct-mail advertising should be planned in campaigns just as any other advertising should be.

Results from direct mail

Returns from direct mail vary considerably, and the old adage that a 2 percent return is necessary is not true. On some direct-mail selling ½ of 1 percent may be a good return, while on others 4 percent may not be enough.

Now, offhand, these figures probably sound very low, yet let's compare them with newspaper advertising results to see what they might mean. If a store advertised lawn mowers or a special dress to 100,000 circulation in the newspaper, would they expect to sell 2,000 lawn mowers or dresses? Of course not. Two percent is a high figure of return on any ad. Actually selling 50 of the item would be extremely good—a percentage of .05 percent!

If you could expect to sell 20 new customers for each 1,000 postcards you mailed out, you could retire in a year. It's just not in the cards—postcards, that is!

However, because of the pin-

Examples of Correct Page Sizes for Circulars

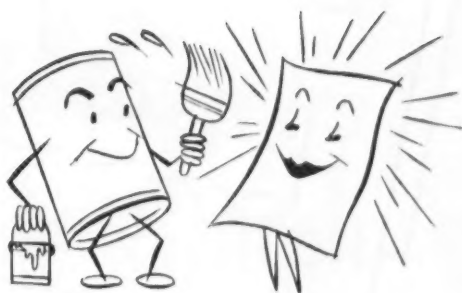
Page Size	No. Pieces Cut From Full Sheet	Number of Pieces to Ream
3 ½ x 4 ½"	32	16,000
3 ½ x 8 ½"	16	8,000
4 x 8 ½"	14	7,000
4 ¼ x 7"	16	8,000
4 ¼ x 14"	8	4,000
7 x 8 ½"	8	4,000
7 x 17"	4	2,000
8 ½ x 14"	4	2,000
8 ½ x 28"	2	1,000
14 x 17"	2	1,000
17 x 28"	1	500

The table above shows economical sizes to be cut from a standard bond or ledger sheet which comes in this case 17 x 28". Size obviously has a great deal to do with number of pieces from a ream of 500 sheets. The important thing to notice here is that these are the only sizes (except smaller) that can be cut from the ream without wasting paper and therefore they are the sizes to use. If you insist on 4 ½ x 7" for a page size, you'll only get 6,000 pieces from a ream, whereas cutting to 4 ¼ x 7" you get 8,000 pieces, 33 ⅓ percent more!

SOME SOAPS ARE TOUGH ON SOIL...



SOME SOAPS KEEP CLOTHES WHITE...



SOME SOAPS TREAT FABRICS GENTLY...

but— YOU NEED A SOAP THAT DOES ALL THREE TO MAKE CUSTOMERS HAPPY!

Your washing mixture has a three-fold job to do. First, it must *get clothes clean*. Second, it must *maintain whiteness*. Third, it must *treat fabrics gently*. A mixture of soap and builder that falls down on any of these three washing essentials won't make you or your customers happy.

In many, many progressive laundries, Ozonite has proved its ability to furnish the three-fold washing essentials that mean quality work. The answer lies in the scientifically balanced formulation of top quality ingredients.

There's no guesswork in compounding Ozonite — there's no guesswork in the washing results you can expect from it. A month's trial will prove it.

OZONITE

—your washroom "Efficiency Expert"

Procter & Gamble CINCINNATI, OHIO





Examples of advertising letterheads. Each of these successfully used letterheads is designed for different purpose. Bristol letterhead goes to agents; emphasizes that their association with Bristol means Business for them. Laguna letterhead is for family trade; emphasis is placed on semitropical scenery of which residents are so proud. Soft Water signature ribbon is used in all other advertising, too. Fluffy kitten which appears at bottom of sheet is laundry's widely known trade symbol; even appears on its paychecks. Redlands letterhead was designed after fire had destroyed building and work had been farmed out for almost a year; it emphasizes fact that firm was back in new building which was something of a landmark in the community. Model letterhead is designed after standard signature which appears on laundry and cleaning lists, trucks, uniforms. Compton list combines modern type face with old-fashioned type to emphasize advertising features of modern equipment and old-fashioned craftsmanship. The shadow boxes feature Compton's three basic services and "Fresh as a Daisy" slogan; are duplicates of real shadow boxes in firm's call offices.

pointing of your advertising, you can expect returns per dollar spent on direct mail to be equal to, or better than, those from other forms of advertising.

Your mailing list

Probably the greatest single deterrent to the greater use of direct mail by laundries and drycleaners has been the difficulty of securing a suitable mailing list or lists—especially lists of prospects.

In most cities you can buy lists compiled from various sources—lists of home owners, lists of telephone subscribers, lists of schoolteachers, doctors, lawyers, business men, new arrivals, parents of small children, and so on. As a general rule the actual list is not given to you; the list company mails your advertising to the list you buy. Such lists should be checked frequently with Postal Laws and Regulations #3547 with return postage guaranteed if the name or address is wrong.

Uncle Sam has now come to the rescue with a new mailing service for direct-mail advertisers—a service that enables you to pick and choose the locations or sections of the city you

want to receive your message by postal routes. This system eliminates the need for individually addressing each mailing piece, which was by far the greatest item of cost previously involved. Consult your postmaster for information about this new mailing service if you are not now familiar with it, for it offers wonderful advantages to you.

Since direct mail is specifically addressed to a certain group or area, your advertising message can be more direct and personal than where you are trying to attract attention in competition with other newspaper ads.

If you can expend the time and money, a personally addressed ad is more valuable than one addressed merely to Residential Patron, and if the person's name can be printed inside on the letter or ad, so much the better. But, to get results, it is not necessary.

The advertising letter

The advertising letter simulates in appearance a personal or business letter, and tries to approach the individual look of such a letter by mimeographing or by printing in typewriter types on your regular let-

terhead and by using a personal signature or a facsimile of one. The closer you can get your advertising letter to being personal the better. It is usually enclosed in an envelope, addressed by name to a certain person, and may also carry a personal salutation inside: "Dear Mrs. Smith." Fortunately there is a tendency today toward dropping salutations even in private correspondence, which means that you can start off your letter with a key sentence or a headline.

Filled-in salutations are difficult to match to the mass-produced body of the letter and are obviously expensive in secretarial time. If they have a filled-in look, they've failed in their purpose of individualizing the letter, anyhow, so it is suggested that you avoid all salutations. Never use "Dear Mrs. Housewife," "Dear Customer," or similar salutations.

Recognize direct-mail advertising for what it is—an advertisement sent into the home by mail. Frankly reveal that this is an ad by the manner in which it is written. An ad that actually pretends to be a personal letter rarely achieves results because most people are smart enough to recognize an ad when they read it and to resent the ad

LAST YEAR . . .

hundreds of laundries switched to Velvet Rainbow Starch

Reason is simple, too — Velvet Rainbow not only helps laundries do better work, it's the only starch that does a selling job for you.

Matter of fact, over 60,000 pieces of promotional material were distributed by Huron through professional laundries last year —

all designed to bring in more customers for you . . . and all backed-up by Huron's hard-hitting national ads in LIFE.

Next year? Velvet Rainbow's 1955 promotional campaign, sparked again by LIFE ads, will be bigger and better than ever.

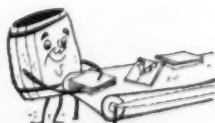
Here's the line-up:

- LIFE ad reprints
- counter cards
- window stickers
- truck streamers
- newspaper mats
- telephone and routeman solicitations
- TV script
- radio script and recording
- local newspaper publicity
- postcards and direct mail letters (written by famous don herold).

Cash in on this new program now — call your Velvet Rainbow distributor salesman today and learn how he can help you do quality work — and sell it, too. The Huron Milling Company, 9 Park Place, New York 7, N.Y. A.4.1



LOW-COST VELVET RAINBOW does 5 shirts for about 1¢.



EASY TO USE, Velvet Rainbow speeds work.



VELVET RAINBOW BEST for all starching and sizing.



EXPERT SERVICE — Huron's staff is always ready to help.

VELVET RAINBOW® Starch

Helps you do quality work — Sell it too

SALES OFFICES: 161 E. Grand Ave., Chicago 11 • 13 East Eighth St., Cincinnati 2 • 383 Brannan St., San Francisco 7.

FACTORIES: Harbor Beach, Michigan

that has sneaked in under the guise of friendship—just as they'd resent a familiar slap on the back from a store clerk or your routeman.

This does not mean that the letter layout or format cannot be used. Since you are having the postman deliver your ad, the letter-size sheet is a natural. But the kind of ad can range from bold display to a subtle invitation. It should follow all of the rules of advertising including an appeal to action—an urging of the reader to do something—come in, call the plant, take down the drapes, tell her friends, receive her free gadget, save 10 percent, try . . .

Too often direct-mail letters are considered to be different from other advertising, and they elicit only the response, "So what?" *They should do a selling job.* They should not merely announce that you exist, but should specifically recommend some action on the part of the receiver. The more direct the appeal to action, the more measurable the response to your advertising.

If you are using your letterhead for advertising purposes, make sure that it is a good letterhead—modern and meaningful. Use a little art work rather than a type-set heading to tie it in to your building or your trucks, so that it punches across your name in connection with your business. Letterheads offer a splendid place to list the services you feature, to emphasize your trademark, to do, in fact, a great part of the advertising your direct-mail piece carries. Use color.

Postcards

Regular government postcards can be used for your direct-mail campaign, or you can make up your own postal cards. They are often called "self-mailers," as are many folded pieces, because they require no envelopes. There's a great financial saving in eliminating envelopes as well as the saving of time required to stuff and address them.

Two novel forms of postcards are the jumbo cards (but if they are larger than about 8 by 6 inches they tend to get torn, bent and folded during mailing), and the double card, which consists of a single large card, perforated, and folded over to regular postcard size. The advantage in both cases is the novelty of size and form and the fact that there's more space for your message.

On all cards other than governmentals don't overlook the space available for use on the left side of the front cover—space you can use to arouse curiosity, to encourage the reader to look on the other side for

the message. Normally people check the address side of mail first, so here's your opportunity to intrigue the recipient.

Circulars, folders and broadsides

One of the advantages of direct-mail advertising is the fact that it can take almost any form you care to make it. It can be as simple as a mimeographed postcard or as elaborate as a flocked, foil or gilded brochure, as novel as a giveaway gadget or as surprising as a pop-up birthday card. There's nothing—except cost—to tie your hands.

Another beautiful aspect of direct-mail advertising is the lack of competition at the time it is being read. Therefore, a direct-mail piece needn't have the large type and bold illustrations of newspaper advertising and it can carry more copy, more reading matter. Lastly, preparation of direct-mail advertising is fun!

Any direct-mail piece uses color—generally at least two colors, one of the paper and the other of the ink, and often more. There's no sense in using black ink and white paper when for very little more expense you can use, for example, green ink and buff paper.

You can even use two-toned paper and by clever folding achieve extra colors in that way. Color is important—and you have your chance to run riot with color in direct mail. There are a few rules: avoid colors that clash or vibrate (green and red, for example, have to be chosen with great care); use colors that contrast well so that the reading material is legible; generally speaking, laundry and cleaning advertising should keep to clear colors, avoiding the washed-out faded effects of tints, the grayed effects of shades.

You have a great deal of latitude in selecting the paper your advertising will appear on. There are all sorts of special finishes you can use—enamels, crackles, bonds, linens and many novelties such as wood veneers. The only warning here is to watch the weight of your mailing piece, since a fraction of an ounce over a classification drops you into the next postage category, which may double your mailing costs.

There are also many varieties of inks you can use. There are special gloss inks that go on coated papers as smoothly as glass and reflect high-lights. There are metallic inks, powdered metal dusts, and embossing dusts that give three dimensions to your printing. There are varnishes which can be overprinted to make an ordinary photoengraving shiny like a genuine photographic print, so that it

looks as though you had pasted a picture on the circular.

Broadsides are large ads which are folded to a size suitable for mailing. The advertising copy and illustrations generally run right across the folds so that the message is read only when the paper is completely unfolded. Broad-sides are big and are used to convey that impression.

Circulars and *folders* often achieve the effect of more than one page by the manner in which they are folded. The message is read as the reader unfolds page by page.

One of the most popular folds is known as a French fold; it is the type most often used on Christmas cards. If you folded this page across the middle horizontally, then folded it down the middle vertically, you would have a French fold—valuable because it permits one printing-press run to cover both sides of the finished folder, thus eliminating the cost of two runs. It also adds body and weight to the piece. Often the savings on a French fold will pay for an extra color run. There are, of course, thousands of folds that could be used for various effects, including pop-ups.

Another novelty is the use of dies for cutting the paper as it is printed. In this way the finished piece can be in the form of a box, trademark, your laundry truck, a shirt, a dress, or can have holes so that one page can be seen through another page, or can be cut to remove the ad from a background.

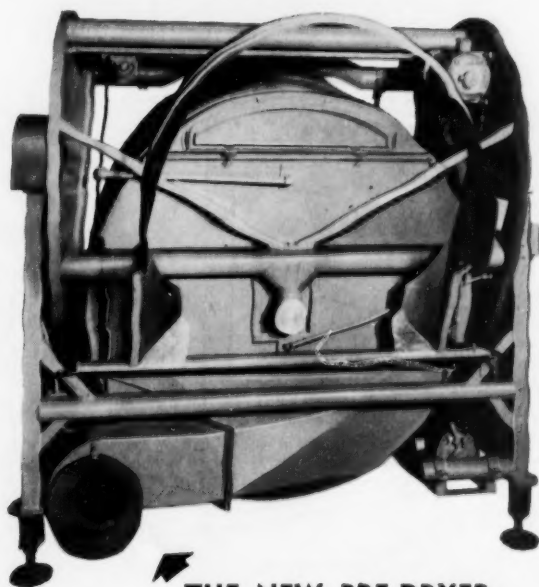
No matter how clever you think you are, or how unique the effect you have achieved, you must remember that the essential in all advertising is selling. If the direct-mail piece drags in its effect for pure novelty, if it is not tied in directly with your copy, if it doesn't "belong," you must discard it even though this seems like drowning a favorite puppy. Your message must be clear, concise, and in accordance with the Attention-Interest-Desire-Action formula.

Direct mail, like newspaper or any other advertising, requires continuity, repetition, and the cumulative effect of a series. It's better not to try direct mail at all than to plan a series of less than five or six pieces. Just as a single newspaper ad is waste, so too is a single mailing—except under special conditions, such as an announcement of a new service.

With the new postal regulations you can afford to test direct-mail advertising in a small area of your city. You can check the results of different approaches and when you find a series that produces, you can then extend the campaign to the entire area. □□

Now! "All-In-One" in PURKETT

The Sensational New PRE-DRYING Conditioner HERE'S WHY!



THE NEW PRE-DRYER

- The 10" Mounted Squirrel Cage Fan, powered by a 1-H.P. motor, forces workroom air through clothes in a revolving cylinder and out through perforated doors at front.
- Air is evenly distributed into cylinder through perforated baffle which contains 1528 quarter-inch holes and is located just behind heater coils.
- The controlled flow of air is so gauged that clothes absorb most of heat . . . less heat is discharged into workroom than that thrown off by a flatwork ironer, a steaming washwheel or a press unit.
- Damper control in air inlet duct reduces airflow as needed for different seasons of the year.
- The divided door replaces overhead type door.
- Push-button loading and unloading replaces cam and lever.
- Double roller chain on unloading drive replaces V-Belt or Link Chains.
- All cylinders now contain six ribs, replacing former three-rib cylinder; allow machine to be used on any type extractor without any changes.
- Continuous controlled loading-unloading and 250 lb. capacity are additional "plus factors" which increase production and lower costs.



LOADING

10%

Additional
Moisture
Removed!



UNLOADING

20%

Heat-Rise
In Only
5 Minutes'
Tumbling!

THE NEW 72" PURKETT PRE-DRYING CONDITIONER

Available With or Without Conveyor, Hoist and Loader Trucks and Other Attachments

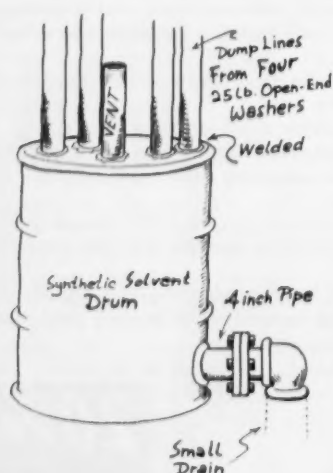
ALSO AVAILABLE [PURKETT'S UNHEATED SHAKE-OUT TUMBLER
PURKETT'S BIGMOUTH HEAT CONDITIONER

Purkett engineers are laundry, linen and garment conditioning consultants. They can solve your problems. Ask for their specialized assistance at any time.

MANUFACTURED BY
PURKETT MANUFACTURING COMPANY
JOPLIN, MISSOURI

Rhapsody in Bellevue

THIS MONTH CANADA is the source of all the gimmicks. During a too-short stay I visited several plants in Hamilton and Toronto, Ontario, and came away an ardent booster for our friends north of the border. The laundry and cleaning industry up there is flexing its muscles like some awakening giant. Maybe that's corny, but if what I saw is any indication of things to come . . . well, I can always say, "I told you so!"

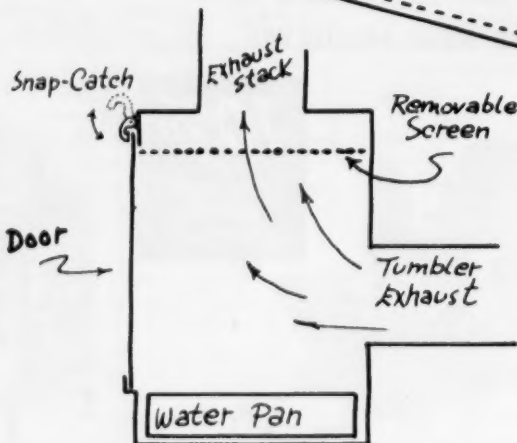
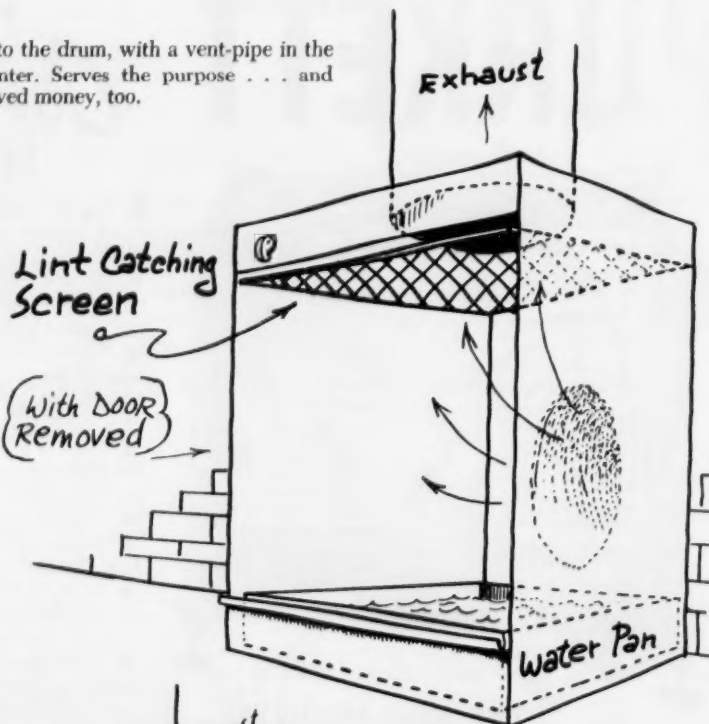


Dump-Water Drain

At Wright's Laundry & Cleaners in Hamilton, Ontario, Doug Wright has just opened the first "individual bundle washing plant" in all of Canada, according to my informants. Doug is using four 25-pound open-end washers in his little store to give a two-hour wash-dry-and-fold service to his customers in the neighborhood location. His problem for a short time was with a drain too small to handle the dump water from the four washers. The answer seemed to be to install an underground sump at considerable cost and time.

However, Doug quickly solved his difficulty by building what he calls an aboveground sump to serve the same purpose. Since the small drain is in the basement, he set an empty solvent drum on end and connected it to the drain (which was only a 4-inch size), then piped the dump lines from the extractor and the washers into the top of the drum. The lines were all welded

into the drum, with a vent-pipe in the center. Serves the purpose . . . and saved money, too.



Side Cutaway View

Lint Catchers

Also in Hamilton, Ontario, at Herman and George Scholes' Dollar Cleaners and Shirt Laundry I saw an idea on drycleaning-tumbler lint traps that might interest those of you who have drycleaning departments. Tumblers are individually piped into metal boxes along the outside wall of the cleaning room. The tumblers exhaust into the

back of the metal boxes and out the top through a metal screen. The screen catches the lint, and as the lint builds up, its own weight causes it to drop into the bottom of the trap when the tumbler is shut off. Lint falls into a pan of water in the bottom of the trap so it cannot be blown onto the screen a second time.

The screen sits near the top of the



HALF WHEAT

Satinette

HALF CORN

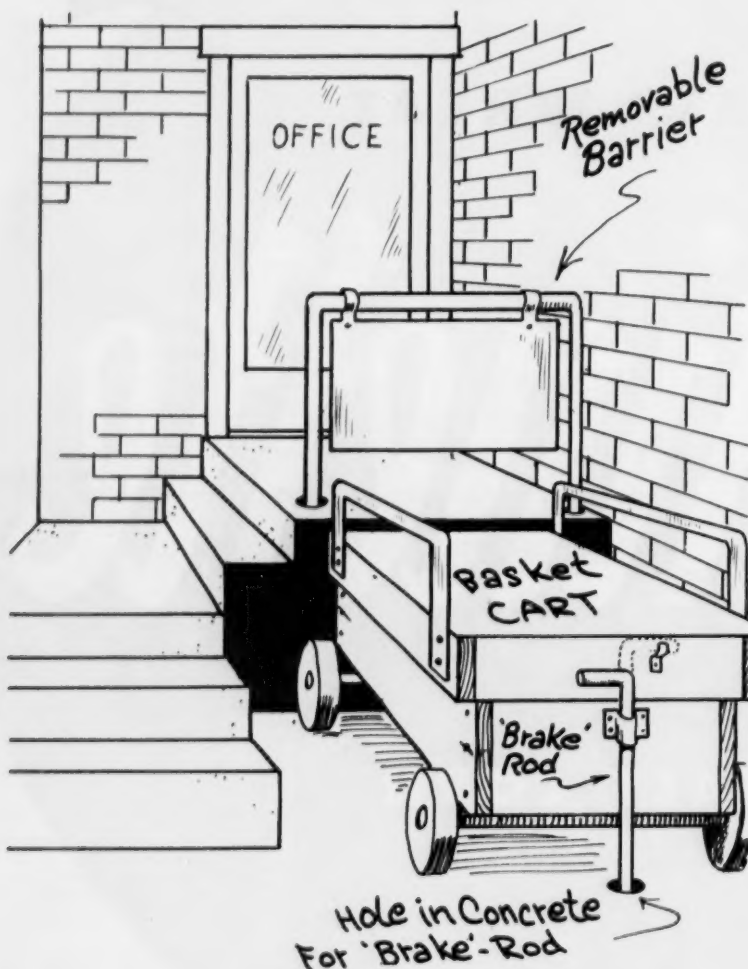
Repeat business is profitable
business. Make sure your customers stay
with you. There is no better insurance than by
turning out perfectly finished shirts every time...
by using Satinette Starch exclusively.

THE KEEVER STARCH COMPANY • COLUMBUS 15, OHIO

trap on supports much like an oven grate and is easily removed. The door on the front fits into a trough-like lip near the bottom of the trap and is held at the top by what appeared to be suitcase fasteners.

The theory sounds good but, like

all things in the business, the personal element can foul you up. For instance, when the general manager, Jack Koskie, opened up the boxes to show me the inner workings, we found the boy responsible for their maintenance had failed to put water in any of the pans.



Aid to Truck Unloading

The main plant of Wright's Laundry & Cleaners is in the downtown section of booming Hamilton. At the present time the big question is whether to undertake expensive remodeling on the old plant, or to take advantage of the rising real estate values, sell out and rebuild at another spot.

At any rate, the route trucks now have to unload on the street and cart the work into the front door of the plant. This means going through the call office which, as you can see in the illustration, "ain't easy."

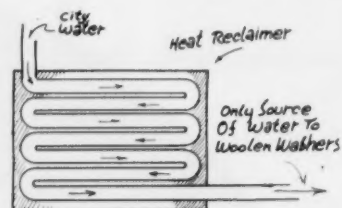
To speed things up the baskets are removed from the trucks and placed on wooden carts which are the same

height as the second landing on the front entrance to the plant office. The cart is then wheeled to the landing and an L-shaped rod on the front of the cart is dropped into a hole in the concrete walk to hold it in place, the removable barrier on the landing is removed, and the basket is slid off the cart and pulled into the plant, without all the lifting previously needed.

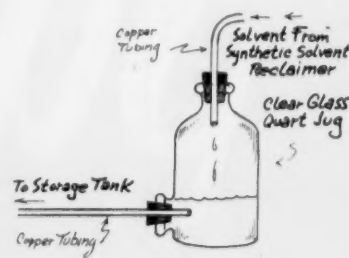
Fixed Water Temperature

In Toronto, Ontario, I dropped in to see my old friend John Henning at the Toronto Launderer Dry Cleaners plant, and he showed me how he has

cut down claims on his big volume of woolen washing. He's fixed it so the washman in the woolen depart-



ment has no voice in the temperature of the water going into the woolen washwheels. The only water available for the woolen washers comes direct from the heat reclaimer. City water goes through the heat reclaimer and to the woolen washers at 90 to 110 degrees—no more, no less. Never too hot or too cold, so it cannot possibly injure woolsens.



Jug for Sight Glass

Bill Bunting, owner of Vail's Laundry in Toronto, Ontario, showed me how he keeps an eye on the condition of the solvent from his synthetic-solvent reclaimer. With his cleaning room on the second floor of his plant, the solvent from the reclaimer drains back to the storage tank on the first floor through a copper line.

Most synthetic and plastic tubes are not too easily read, either because they get soiled or because they are slightly tinted, so Bill improvised and made a better sight glass. Somewhere he got what he calls a chemist bottle, or jug, which has an opening at the top and near the bottom. The solvent from the reclaimer enters the jug through a synthetic cork in the top, and goes out through the lower opening on its way to the storage tank downstairs. The clear glass jug affords a quick check on the reclaimer.

Compressor Hook-Up

Another idea I saw in Vail's Laundry in Toronto was a way to hook up

BULLDOG **Monel Wire Metal Press Pad** **with Asbestex Cover**

THE PERFECT COMBINATION

Show the wise business man how he can improve his operation and save money — and you'll win a staunch friend. FLAN-L-TEX PRESS PADS are real friend winners because they point the way to more efficient, economical and profitable operation.

HERE'S WHAT FLAN-L-TEX PRESS PADS CAN DO FOR YOU

Increase production on account of rapid dissipation of moisture and faster drying by high heat transfer. Assure you of high quality finished work on all type presses including cold buck presses.

Scientific engineering assures you of continued full resiliency for the life of the pad.

FLAN-L-TEX PRESS PADS are custom made from the press manufacturers' exact specifications, using a smoother, resilient knitted Monel mesh than any other pad manufacturer, thus guaranteeing you a much finer pressing finish, no broken buttons.

Because of their smooth, soft surface, FLAN-L-TEX PRESS PADS make the use of a short-life top pad unnecessary and when used with the ASBESTEX COVER eliminate the use of Canton Flannel.

The FLAN-L-TEX PRESS PAD is actually a base pad and a top pad built into one.

All FLAN-L-TEX PRESS PADS are guaranteed for one year on a pro rata basis.

Your FLAN-L-TEX jobber's knowledge of your requirements will be gladly extended to solve your pressing problem. Call on him today.

*The knitted Monel mesh of
FLAN-L-TEX PRESS PADS gives
you a finer pressing finish.*

*THE PERFECT COMBINATION
that helps you do finer pressing
while it reduces your costs.*

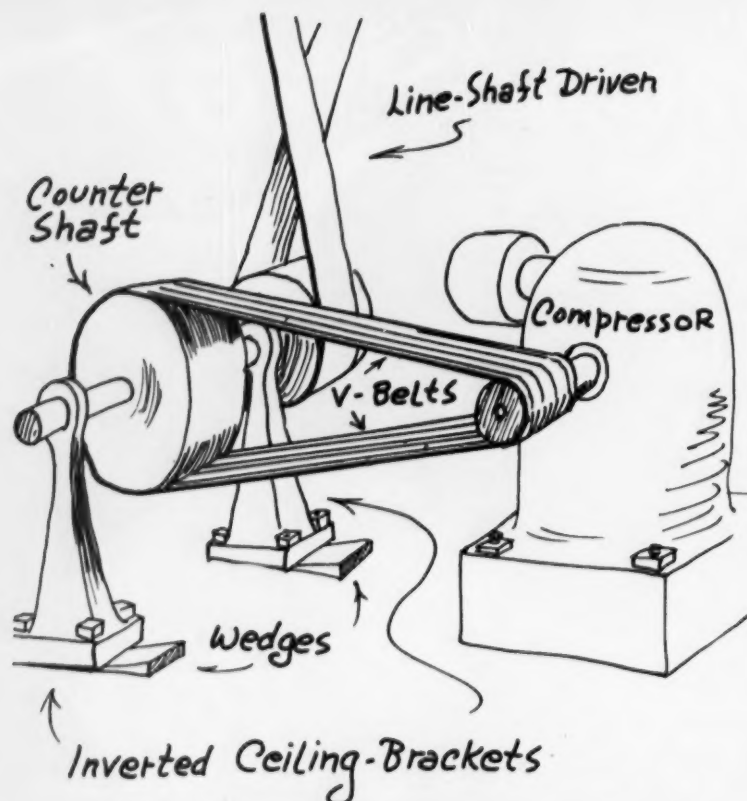
*With BULLDOG ASBESTEX
COVERS, there's no need
for double-faced flannel.*

USE BULLDOG ASBESTEX COVERS
*to eliminate double-faced flannel. Made of finest asbestos
and resin treated for longevity. These covers are reversible.*



X. S. SMITH, INC.

**RED BANK
NEW JERSEY**



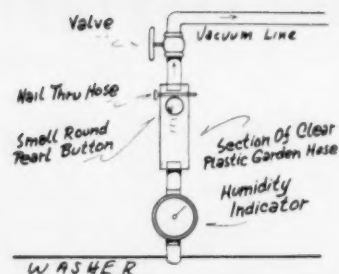
an air compressor to run off a line shaft, using existing equipment from around the plant.

A couple of old-fashioned ceiling brackets were inverted and bolted to the floor to support a miniature line shaft which is driven by a belt connected to the overhead line shaft. This miniature shaft is fitted with a V-belt pulley and V-belts are used to drive the air compressor.

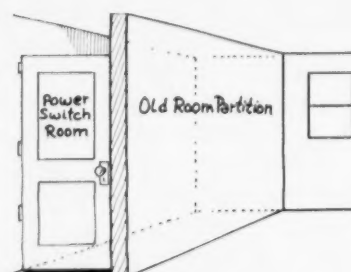
To tighten or loosen the V-belts it is only necessary to tilt the inverted ceiling brackets one way or the other.

Humidity Indicator Test

Here's how Jack Snitzer and Armand Giroux of Century Cleaners in Toronto determine whether their humidity indicator on the washer is operating or not. The humidity indicator is set above the washer on the pipe leading to the vacuum line. Above the indicator the pipe is cut and a short section of clear plastic garden hose joins the vacuum line together. Inside the hose a small ball-shaped pearl button is suspended at the top of the section of hose to show that the vac-



uum is drawing fumes from the washer to activate the humidity indicator for a true reading. A nail through the top of the plastic hose prevents the ball from being drawn into the vacuum line. Naturally, when the ball is seen resting at the bottom of the section of hose, it means the vacuum is not functioning.



Switch-Room Partition

To increase the work area of one room in the Vail's Laundry plant, owner Bill Bunting had to remove a partition. Instead of throwing the old partition out, he simply loosened it and slid it over to a wall which was serving as a big electrical switch panel. Now the old partition, with a door at the open end of the enclosure, makes a neat little power-switch room which eliminates the danger of anyone accidentally coming in contact with the high voltage. □□

LAUNDRY BUSINESS TRENDS

New York

July 3—1.6% less than last year
 July 10—7.4% less than last year
 July 17—0.1% less than last year
 July 24—3.4% less than last year
 July 31—1.8% less than last year
 Aug. 7—2.1% less than last year
 Aug. 14—2.9% less than last year
 Aug. 21—3.5% less than last year
 Aug. 28—1.7% less than last year

M. R. Weiser & Co., New York

New Jersey

July 3—1.6% less than last year
 July 10—7.4% less than last year
 July 17—0.1% less than last year
 July 24—3.4% less than last year
 July 31—1.8% less than last year
 Aug. 7—2.1% less than last year
 Aug. 14—2.9% less than last year
 Aug. 21—3.5% less than last year
 Aug. 28—1.7% less than last year

M. R. Weiser & Co., New York

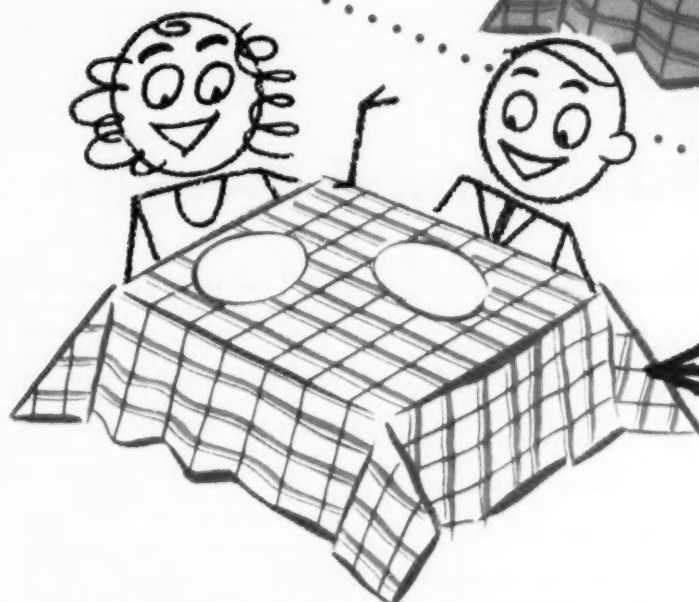
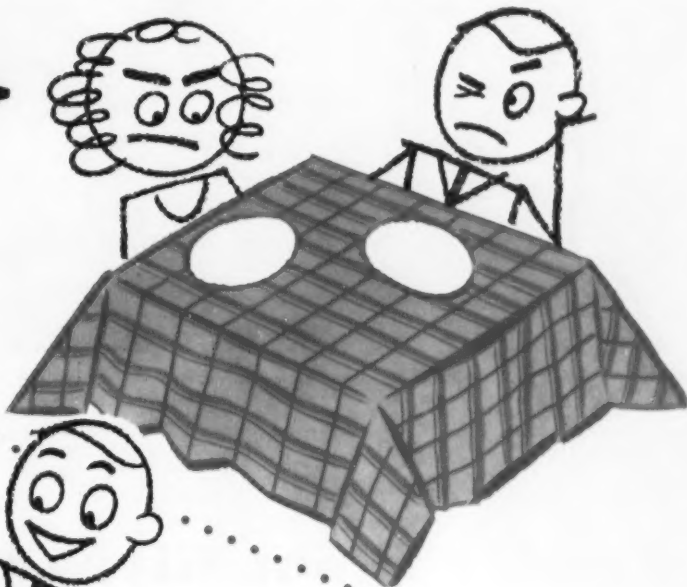
New England

July 3—0.7% more than last year
 July 10—7.0% less than last year
 July 17—0.1% less than last year
 July 24—5.7% less than last year
 July 31—2.2% less than last year
 Aug. 7—4.2% more than last year
 Aug. 14—1.3% less than last year
 Aug. 21—2.2% less than last year
 Aug. 28—0.8% less than last year

Carruthers & Co., Boston

Do you use YellowGo ??

Their former
laundry didn't



← Their new
laundry does

Don't lose customers because of dye fades. When colors run ... in any fabric ... use YellowGo. It's safe, it's fast, it's sure. And YellowGo is easy to use — in the wheel, in a bath, as a spotter. It works hot or cold, lets you control its stripping speed. Takes one color from another without injuring original color. Economical, too — less than a nickel's worth of YellowGo makes a gallon of the best stripping solution you ever used. Good jobbers everywhere carry YellowGo ... so order a gallon today.



YellowGo in every
department:



YellowGo is one of the famous "GO" products of A. L. WILSON CHEMICAL CO., Kearny, N. J.



Two-hour "Solo-Wash" service is given at feeder plant; finished laundry service and drycleaning are fed to main downtown plant. Behind wooden paneling at left is small office used to store finished drycleaning. Neon sign will soon be erected across top front

Entire left half of room, showing finished-laundry racks; directly behind them is basement stairway. Finished cleaning is stored in office at left of counter, here presided over by owner Doug Wright. In center are wrapping table and 24-inch bundle tubs

Feeder Plant Gives Quick Service

IN HAMILTON, ONTARIO, "Doug" Wright has just opened what is believed to be Canada's first small store offering two-hour service on a wash-dry-fold laundry bundle, while acting as a feeder to the main plant on other laundry and cleaning services.

The Wright 2-Hour Laundry-Cleaners is located at the edge of a residential area near the city limits, on a main highway for suburban traffic into Hamilton. The tiny store has a frontage of just 17 feet and a depth of just 28½ feet. The plant has a full basement.

The little plant opened August 16, 1954, and is operated at present with one woman. Mr. Wright fully expects total volume to reach \$750 weekly within six months time, with just two employees handling it.

Equipment consists of: four 25-

By LOU BELLEW

pound open-end automatic washers; one 2-pocket upright tumbler; one conventional 36-by-30-inch open-end tumbler; one 20-inch extractor; five 24-inch bundle tubs, on casters; one set of 100-pound scales; one 10,000-gallon water softener; two gas hot-water heaters, each with 300-gallon-per-hour capacity; one 500-gallon hot-water storage tank.

The breakdown of anticipated weekly volume is as follows:

Wash-dry-fold service\$300
Finished laundry 150
Drycleaning 300
Total\$750

Up to the present no advertising has been done, other than store front

signs, since it is felt best to let the girl learn her job at a leisurely pace so she can handle each bundle in a manner sure to please these new customers. As soon as she becomes more proficient the advertising program will be put into effect for the greater volume needed. By then the main plant will have had its routine adjusted to handle the extra work smoothly.

Services through the main plant from this store are: a regular one-day cleaning service at no extra charge, a regular one-day shirt service at no extra charge, and one-day service on all finished laundry from the main plant, The City Laundry of Hamilton, Ltd.

The thinking here is that while price is a big factor in the eyes of potential customers, fast service is even more desirable than a reduction in price when it comes to swinging people to the use of commercial laundry and cleaning services. The fast service at no extra charge is an attempt to test this theory. A great many Canadian launderers are awaiting the results of the experiment Mr. Wright is conducting.

At the time of our visit the new store was open less than one week. The neon sign for the front had not yet arrived, and the only indication of the store's services were some paper window banners and a small sidewalk announcement board. Yet results even at that early date were highly gratifying. □□



Almost entire interior of tiny store. Rear door leads outside, permitting main-plant trucks back-door loading and unloading. Store is exceptionally well lit and neat

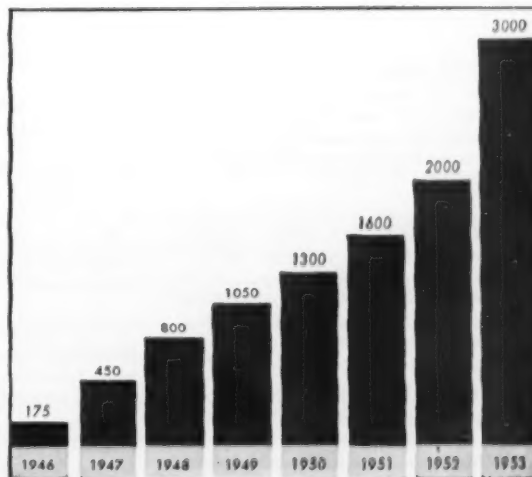
**Growing
by leaps
and bounds**



**the steady growth of half-hour
laundries points up a big profit
opportunity for you**

There are sound reasons for the rapid growth of the half-hour laundry business. Two most important ones are: (1) Half-hour laundries meet the demand of women for quick, inexpensive laundry service. (2) They are profitable businesses for the operator.

Today feeder plant operators are finding that the half-hour feature rounds out their laundry service and affords a new source of substantial profits—as much as \$200 net, weekly. Here is a business that is easy to start. ALD, Inc., makes available the experience gained from helping 10,000 operators get into the business. In addition, ALD, Inc., assists in financing up to 80% of the equipment purchase. It will pay you to investigate this new, sound profit opportunity. No obligation. Write or phone our nearest office.



Postwar openings of half-hour laundries



ALD, INC.

3949 N. Clark St., Chicago 13, Ill. 2033 Farrington, Dallas, Texas
7402 Sunset Blvd., Los Angeles 46, Calif.
785 Market St., San Francisco, Calif.
1 Cedar Blvd., Pittsburgh, Pa.
ALD, New York, Inc., c/o 27-28 38th St., Long Island City 1, N.Y.

Write or Phone! Regardless of Where You Are

• We will call on you personally to discuss the advantages of joining the ALD-Westinghouse family of operators. Contact any one of our 6 offices.

Laundry News Notes



YPSILANTI, MICH.—The Washomat, an automatic laundry, has been opened by Robert M. Huston and Robert L. Hesson at 410 W. Michigan Ave.

PITTSBORO, IND.—Mrs. Edith Randall has opened a new laundry and diaper service on School St.

UNION CITY, IND.—East Side Laundry is now in operation at 250 N. Sycamore St. Todd and Leona Parrott are the owners.

CUYAHOGA FALLS, OHIO—New equipment has been installed in Cuyahoga Falls Laundry, 1764 State Rd., by Art Chamberlain and Bob Kocher.

BEAVER DAM, WIS.—Eager Beaver Laundry and Drycleaners has announced the addition of new equipment to its shirt finishing department. The business is owned by Harold Kronenberg and Sid Sweet.

SPRINGFIELD, ILL.—The management of Self-Service Laundry, 507 E. Madison, has changed the name of the establishment to Barr & Chism Automatic Laundry. The company has also installed new washing equipment.

JOLIET, ILL.—The Kelvin Grove Laundromat has opened at the Kelvin Grove shopping center. Ray Liberscher is the manager of the new establishment.

AKRON, OHIO—The East Akron Laundromat has opened at 1474 E. Market St.

SKOKIE, ILL.—Big Bundle Launderette, a self-service operation, has been established at 3310 Dempster.

ANDERSON, IND.—The Anderson Laundry and Dry Cleaning Co., Third

and Sycamore Sts., has taken a city permit for construction of a new building at 533 W. Eighth St., according to Kenneth Ballinger, head of the firm.

MANISTIQUE, MICH.—Quentin and Bernadine Mitchell have opened Mitchell's Automatic Laundry at 111 S. Cedar St.

KANKAKEE, ILL.—Domestic Services, Inc., has opened a new drive-in branch at Station St. and Dearborn Ave.

THREE RIVERS, MICH.—A. Suzette and Don Warner have opened A & D Laundry at 427 Fourth St.

ROMULUS, MICH.—The Romulus Laundromat has opened at 37125 Goddard Rd.



CORAOPOLIS, PA.—Robert V. La Rocca is the new operator of the Coraopolis Launderette. He is adding a dry-cleaning department to the business.

QUINCY, MASS.—Forrest I. Neal, Jr., president of Old Colony Launderers and Cleansers, 100 Quincy Ave., recently played host at a luncheon and plant tour for the Quincy Kiwanis Club.

NORTH ADAMS, MASS.—Henri E. Lescarbeau is planning to open a quick-service laundry here.

ALIQUIPPA, PA.—A cabinet-type shirt finishing unit has been installed at Woodlawn Laundry and Dry Cleaning Company, Shannon St.

READING, PA.—Mechanics Overall Service, Inc., 455 S. Third St., has installed new washing equipment.

TICONDEROGA, N. Y.—Paul E. Reed has opened the Ticonderoga Automat Laundry on Montcalm St.

LITTLE FALLS, N. J.—Little Falls Laundry has opened a new building housing a call office at 101 E. Main St. The establishment, which has branches in four New Jersey cities, is owned by

Nicholas, Samuel and George Vander May, Russell Van Tatenhove and Robert V. Archibald.

MOUNT VERNON, N. Y.—White Mountain Laundry has been sold by Federated Laundries Corporation to Jack and Jill Diaper Service.

CANANDAIGUA, N. Y.—Frank E. McLean has purchased E-Z Laundry, 6 Phoenix St., from Frank W. Kniffen.

BERWICK, PA.—Budd C. Beyer and Myron D. Beyer, managers of Sunshine Laundry, Bloomsburg, have purchased Berwick Laundry from Robert E. P. Sult. In the future all work will be processed at the Bloomsburg plant.

STATEN ISLAND, N. Y.—Harold A. McCormick, president of the Stapleton Service Laundry, West Brighton, has purchased the company stock held by his sister-in-law, Mrs. Verna McCormick. Mrs. McCormick is the widow of the late Edward J. McCormick, founder of the firm.

WINDSOR, N. S., CANADA—John F. Paris has purchased the Windsor Laundry and Dry Cleaning, Stannus St., from Edmund Harris.

MOUNT VERNON, N. Y.—A fire recently swept through Jack & Jill Diaper Service, 417 S. Sixth Ave.



ANACORTES, WASH.—Robert D. Fryday has opened Fryday's Laundry and Dry Cleaning located at 29th and Commercial.

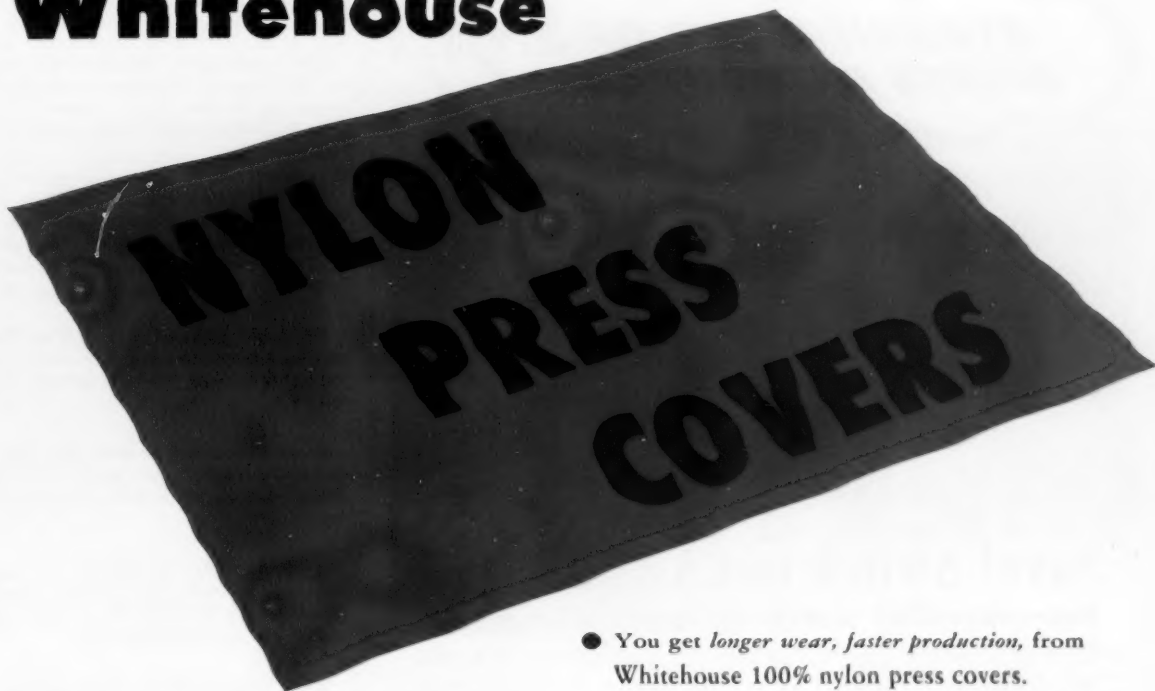
PORTLAND, ORE.—Clay and Georgia Harris have opened Your Half-Hour Laundry at S. E. 14th and Powell Blvd.

EUGENE, ORE.—The Eugene Overall Laundry has announced plans to move to combined quarters with the Eugene Laundry and Dry Cleaners at 1850 W. Sixth Ave.

PENDLETON, ORE.—Mr. and Mrs. B. H. Paddock and Mr. and Mrs. W. G.

**Why it
pays you
to use . . .**

Whitehouse



WHICH STYLE DO YOU NEED?

Style 2350—white
(widths: 7"—45"—54")

Style 3025C—tan
(widths: 7"—54")

Style 8400—Twillspun white
(widths: 7"—54")

Style 8401T—Kemprow—tan
(widths: 7"—54")

Style 901—Ads-Life—tan
(widths: 7"—50"—54")

Style 3004—Black
(width: 45")

Whatever your needs, there's a Whitehouse cover cloth to "do it best" for you.

Use longer lasting nylon flannel by Whitehouse.

- You get longer wear, faster production, from Whitehouse 100% nylon press covers.

Why? Because these covers are the development of our own laboratories. The original Greige goods are boiled off, heat-set, and treated with a special chemical process that insures longer wear and *higher heat resistance*.

Our special treatment imparts *amazing* life to Whitehouse nylon cover cloth. Whatever type of press you use, depend on Whitehouse covers for top quality work, fast production, and real operating economy.

- **Continued Leadership through Constant Research**

WHITEHOUSE NYLON PRODUCTS

360 Furman Street

Brooklyn 1, New York

Anderson have opened Pend-Troy Laundry at 352 S. W. First St. The building has been remodeled and new equipment installed.

OCEANLAKE, ORE.—Mrs. Clara Tidland has opened Wee-Wash-It Laundry at the Char-Lou Apartments.

ANACORTES, WASH.—Mr. and Mrs. Ralph Sunds are the proprietors of the new Coast Launderette located at 24th St. and "N" Place.

HILLSBORO, ORE.—Construction is under way on a new building to house a laundry and drycleaning plant on

Washington St. Walter S. Fraser and his son, Howard, will operate the establishment. Walter Fraser recently sold his interest in Home Laundry & Dry Cleaners.

TAFT, ORE.—Bob Wright has sold the Laundromat to Mrs. Carl Jedin.

PARKROSE, ORE.—Grace M. Powers has opened the Cully Boulevard Laundry Wee Wash It at 4009 N. E. Cully Blvd.

OAK HARBOR, WASH.—Mr. and Mrs. John Stiles have opened the Cascade Self-Service Laundry at 700 Avenue East, on the site of the former Coast Launderette.



LOS ANGELES, CALIF.—Kathleen and Arthur J. Hamblen have sold The Clothes Line Launderette, 1726 Colorado Blvd., to Tena K. and H. E. Klutch.

WAILUKU, T. H.—Sale of the Maui Snow White Laundry Ltd. to Jack Magoon, president of Hawaiian Linen Supply Ltd. of Honolulu, has been announced by Mr. Magoon and C. H. Burnett, Jr., president of Maui Snow White.

LOS ANGELES, CALIF.—Lisle D. and Kathleen D. Hoskins are the new owners of Beverly Center Laundromat, 4309 Beverly Blvd., formerly owned by Hyman Ratner.

LOS ANGELES, CALIF.—William A. Tandy, Jr., has bought Laundromat Equipped Half Hour Laundromat, 700 W. Santa Barbara Ave., from Joseph A. Gagnon.

DALLAS, TEX.—The branch station of Blue Ribbon Laundry & Cleaning at 3411 Asbury has been completely remodeled.

BUFFALO, OKLA.—Mr. and Mrs. Lewis Edmonds have purchased the Buffalo Laundry from Mrs. Ernest Baalhorn.

SAN DIEGO, CALIF.—John and Alice Jarrett, owners of Snowwhite Launderette, 4818 El Cajon Blvd., have installed new washing equipment.

SAN JOSE, CALIF.—Vera and Richard J. Diamond have purchased General Economy Launderette, 872 E. Santa Clara St., from Gene and Hazel Sells.

LAS VEGAS, NEV.—Mr. and Mrs. George Callahan have opened Henderson Laundry here.

CONROE, TEX.—The sale of the Johnson Laundry to C. W. Wilkins was recently announced by A. L. Johnson.

SAN FERNANDO, CALIF.—Ronald B. and Kathleen S. Dobson have sold San Fernando Laundromat & Dry Cleaners, 1232 San Fernando Rd., to Welleth George and Esther M. Ridenour.

LOS ANGELES, CALIF.—Isadore and Sarah Teitelbaum and Mandel Tamar recently purchased three establishments: Adohr Launderette, 3619 W. Third St., from James E. and Rhoda B.



Save! Switch to CAMEO®—the 5-oz. non-congealing starch exclusive with Staley!

Leading laundries everywhere are taking advantage of worthwhile starchroom savings made with CAMEO. Compared with the cost of using an 8-oz. starch, you can starch 2 out of 5 shirts *without cost* by using CAMEO. Fine grained, highly refined CAMEO starch always cooks smooth, lump-free. It penetrates smoothly, thoroughly. CAMEO gives pliability and perfect body that keeps customers pleased. CAMEO is always ready for instant use. No reheating, no lost time cleaning up congealed lots, no waste! Try a drum and discover for yourself the profitable advantages of doing top grade starchwork with CAMEO—the pure corn starch that delivers consistently *better starchwork*.

**Based on the use of 5-oz. Cameo Starch as compared with an 8-oz. starch.*



"Staley is one of the largest producers of laundry starches in the world"

STALEY

Laundry Starches

—for the Finest Finish!

A. E. STALEY MFG. CO., Decatur, Illinois

Leet; Degnan Laundry & Cleaners, 4329 Degnan Blvd., from Irving and Henrietta Lerner; Third and Catalina Laundromat, 3630 W. Third St., from Ann and Ben Turick.

LOS ANGELES, CALIF.—The Pico Washrite has been opened at 8832 W. Pico.

McKINNEY, TEX.—Claude Crowder has opened Crowder Laundry and Cleaning in a new building at 1201 Cole St. New equipment has been installed.

LOS ANGELES, CALIF.—O. J. Herlan has announced plans to sell the Launderette, 8343 Beverly Blvd., to R. W. Castle.

LOS ANGELES, CALIF.—The sale of the Laundromat, 3516 W. Sixth St., has been announced by W. J. Shields. Isaac Haimovitz is the new owner.

MONROVIA, CALIF.—Mr. and Mrs. Tommy Thomie have opened Bubble Bath Laundromat at 11 E. Huntington Dr.

VALLEJO, CALIF.—Mary Suds has opened the Laundry-Ette at Springs Rd. and Amador St.

PHOENIX, ARIZ.—The B and J Automatic Laundry, 1700 E. Van Buren, has been sold by Mrs. B. H. KiKo to Mr. and Mrs. Arthur Malone.

HOLLYWOOD, CALIF.—Alexander C. Bottner has purchased the Laundromat, 5280 Hollywood Blvd., from L. A. McDonald.

LOS ANGELES, CALIF.—James E. Gordon and Leona E. Coffeen have sold Echo Park Laundromat, 1453 Sunset Blvd., to Gordon L. Schmidt.

LAS VEGAS, NEV.—Mr. and Mrs. A. A. Green have opened Sun City Laundromat at 130 E. Owens St.



ORLANDO, FLA.—Orlando Steam Laundry and Cleaners has enlarged its storage vault.

MEMPHIS, TENN.—Hurlburt Laundry-Cleaners has opened its eighth branch, at 2436 Summer.

OKEECHOBEE, FLA. — Moore's Laundry has installed new drying equipment.

JACKSONVILLE BEACH, FLA. — Beach Wee-Wash-It Laundry has opened at 317 N. Ninth Ave.

JACKSONVILLE, FLA.—Among the new stores in the Edgewood Heights shopping center, Edgewood Ave. and Broadway, is New York Laundry.

LAKE WORTH, FLA.—Smith's Laundry, 119 S. "H" St., has installed a new shirt finishing unit, according to Paul L. Desch, the owner.

CLARKSDALE, MISS.—A. J. Blackmon has opened Clarksdale Laundry at Highway 61, S. The new building replaces an older establishment on Sun-

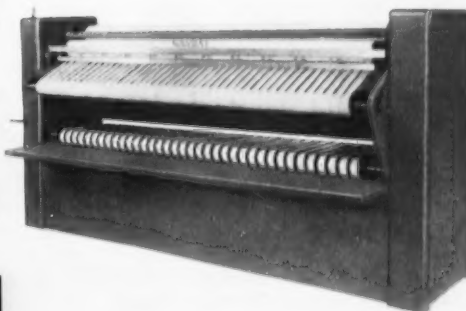
flower Ave., which was destroyed by fire last fall.

GUNTERSVILLE, ALA.—The dry-cleaning department of Harris Laundry and Dry Cleaning, owned by Doyle Harris, is now in operation after a fire destroyed it in July.

OKOLONA, MISS.—Dee Ross has installed new equipment in Okolona Steam Laundry.

ARCADIA, FLA.—Hugh Flanders has taken over operation of Arcadia Steam Laundry and Drycleaning Company. It was announced that Smiley Browning will retain his interest in the plant.

Money-Making Flatwork Ironing With



3-D IRONERS

The new Gasway 3-D line gets the work out faster . . . far outperforms any other ironer that compares in price . . . takes less floor space . . . produces more at lower cost. And new "Hand Ironing Action" finishes work wrinkle-free, with a fine sheen, uniformly dry and square—quality work never before possible with a production ironer.

You can produce more with a Gasway 3-D, because it has more ironing surface, more heating capacity. Precise, fast-acting micro-meter heat control. Widths 60" to 110". Output up to 1600 lbs. per 8 hours. Gas-fired or steam-heated.

Ask your jobber about the new profit-making Gasway 3-D line. Or write for new Bulletin 127.



6463 N. RAVENSWOOD AVE. • CHICAGO 26, ILL.

Letters to the Editor

Backs Consumer Approach

Dear Editor:

Never have I enjoyed an editorial so much as the one on page 4 of your August issue.

It is sincerely hoped that the AIL authorities will pick up your "gentle" hint and capitalize on the excellent opportunity of publicizing directly to the housewives the educational ability gained by the ladies in question.

No one could be more right than you in having stated that it is apparent that all the time, money, and effort are not being directed strongly enough to the consumer.

Keep it up!

D. W. STROMENGER
Callaway Mills, Inc.
New York, N. Y.

Releases Reach Consumers

Dear Editor:

Your August issue of STARCHROOM had more than the usual amount of interest for most of us here at the AIL, particularly those in the publicity and editorial department.

I am, of course, referring to your editorial on page 4, "Business Paper Editors, Laundryowners or Housewives?"

I'll take full blame for not keeping you trade journal editors better informed on our publicity program. But your editorial has put an end to that. As of right now, you and the other editors are going to be put on our "Women's Release" mailing list so you can see the type of material we are sending to the daily and weekly press and to radio stations.

Naturally, all the trade journals

would get a release of the type referred to in your editorial. Carrying that story in *The A.I.L. Member* would not reach all the laundrymen in the country. Certainly it would reach a far greater portion of them when printed in STARCHROOM and the other trade publications.

And, here's another reason why we send such a clipping to you. When you publish it in your paper, we believe laundryowners will read it. In so doing, they themselves have additional public relations information with which to tell their own individual story to the public. In short, they can say, "I belong to AIL which is on top of everything as far as progress to the textile maintenance field is concerned." It is first-hand dealing with the housewife and the laundryowner is thus provided with excellent ammunition in getting his story across to the housewives. So if he reads that story in STARCHROOM or *The A.I.L. Member* or any other trade publication, the chances are the laundryowner thus becomes better acquainted with the fact that he can thus do his part putting the story across to the public.

None of the material from which we prepare our publicity releases is hypothetical. Practically all of it is the result of laboratory experiences on the part of girls similar to those about which we sent you the story.

Be that as it may, the disturbing point in your editorial is the inference that we are not getting the story across to the housewives. You surely know as well as I do that the story in question would have no chance of being publicized in newspapers throughout the country. The item did

appear here in Joliet, the hometown of the girls concerned.

But to indicate to you that we are doing a job, I am enclosing a number of clippings, taken at random from our files. These are a variety of stories which should indicate to you that we are doing something to put the laundryowners and the industry in the public eye.

It will also undoubtedly interest you to know that for the last four or five months our clipping services have returned to us close to 7,000 lines of copy each month. You probably know that the average clipping returns are estimated to be about 10 percent of what actually appears in the papers. Don't you agree that 70,000 lines per month is one heck of a lot of good publicity for the laundryowner? And of course, it doesn't cost him a cent.

Any laundryowner who orders a supply of "Your Guide to Washables" is sent a news release which necessitates his merely filling in his own name and sending it to the paper. It then appears that he is a textile maintenance expert—which he is—but he gets publicity for his firm as well as the laundry industry.

We are now doing the same thing with our Textile Notes, the most recent of which was mailed several weeks ago. Besides providing the laundryowner with the information contained in the Textile Notes, we have prepared a publicity release for him which also qualifies him as a textile maintenance expert in his community.

We welcome criticism. We also appreciate the opportunity of telling our side of the story when any controversy or question arises.

GLENN C. LANGE, Manager
Publicity and Editorial Department
American Institute of Laundering

California Clinics

Two fall clinics will be held for California laundrymen this year, according to Jack Flanagan, president of California Laundryowners Association, Inc.

The northern clinic is scheduled for the Hotel Claremont in Berkeley on October 30 and 31. "Let's Get Sales Conscious" is the clinic theme; call-office sales, route sales and how to mechanize sales will be covered.

For the southern clinic six Long Beach plants will welcome laundrymen to see new types of call offices, new shirt equipment, drycleaning operations and various types of laundering, merchandising and advertising programs in actual operation. The following plants are cooperating: Nuway Laundry and Cleaners; Queen City Cleaners and Laundry; American Linen Supply; Ideal Laundry; Soft Water Laundry and Cleaners and Foasberg Laundry and Cleaners.

Joint Connecticut Meeting

The fall meeting of The Connecticut Launderers & Cleaners Association, Inc., is scheduled for Friday and Saturday, December 3 and 4. The Massachusetts Laundryowners Association will join the Connecticut group for this meeting, which will take place at the Hotel Statler in Hartford.

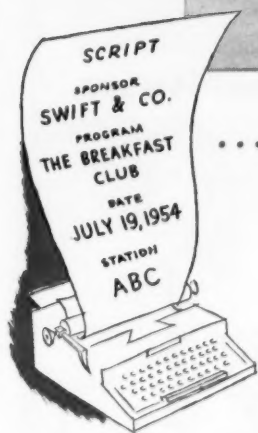
Company Monthly Features AIL

The operations of the American Institute of Laundering were the subject of a feature article in the September issue of *International Trail*, house organ of the International Harvester Company, Chicago.

The magazine devoted two pages to the Institute, explaining and illustrating its operations and emphasizing its educational activities.

DON McNEILL says:

"Send it to the laundry!"



... while over 10 million of your prospects listen each week!

DON McNEILL: Come on now, Martha! How do you iron a shirt with a telephone!

MARTHA LOGAN: Simply pick up that telephone, Don, and dial your *professional laundry*. They do a wonderful job on men's shirts and on all the other family washing and ironing. You can save a lot of time and effort without burdening your family budget . . . by taking advantage of your favorite laundry's professional service.

DON McNEILL: I understand Swift makes the fine soaps and detergents so many laundries use . . . and that these soaps work magic to get dirt out that family methods often miss.

MARTHA LOGAN: You're right, Don. And this is *mild, gentle* magic. The best laundries use Swift's soaps and detergents . . . and the result is thoroughly clean and beautifully finished wash.

● A long time radio favorite, Don McNeill sits in the *right spot* on washday mornings . . . to sell the merits of the commercial laundry to his audience of over 10 million housewives each week.

Above is an excerpt of his July 19 Breakfast Club Show. It's typical of the "plugs" he'll be sending your way in future broadcasts . . . as a regular service to you, your Swift's man, and all of us who make a business of washday.

ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS



Another of Swift's
Products for Industry

SWIFT & COMPANY

Industrial Soap Department

U.S. Yards • Chicago 9, Illinois

25,000,000 Shirts!

That's the inspection record of Miss Marie Tarride of New Orleans' Chalmette Laundries on the anniversary of her fiftieth year of continuous service.



Congratulations are extended to Marie Tarride by Phillip H. Foote (right), president, and Peter A. Cocuzzi, executive vice-president of New Orleans Laundries, Inc., parent company of Chalmette Laundries

Miss Tarride was honored recently by her friends and employers at Chalmette on the occasion of her retirement as quality control inspector of the shirt department. As part of the celebration Phillip H. Foote, president, and Peter A. Cocuzzi, executive vice-president, presented her with a check on behalf of the company. A gift was also presented to her by her fellow employees.

AIL Course in New Jersey

The New Jersey Laundry and Cleaning Institute has announced that the American Institute of Laundering will conduct its Production Short Course in Newark at the Essex House on Friday and Saturday, December 3 and 4. Sessions will be held from 9 a.m. to 5 p.m. and enrollment is limited to 100 students.

The subjects that will be covered include: shirt laundering; control of labor costs; power services to aid production; new textiles; modern washing practices; identification procedures; work simplification; bundle scheduling; control of wearing apparel pressing and touch-up; employee relations techniques, and flat and tumble work procedures.

LSAA Advertising Campaign

The Linen Supply Association of America has launched its 1954 advertising campaign with advertisements in *Time* and *Newsweek*. Full-page advertisements for linen and towel service are also scheduled to appear in *Restaurant Management*, *American Hairdresser and Beauty Culture*, *Barbers Journal*, *American Motel* and *Office Management*.

The association's symbol, a smiling route salesman, and slogan, "In any business . . . linen supply is good business," will appear in all ads.

Small Business Aid

"How To Reduce Your Operating Costs" is the title of No. 51 in the series of Management Aids for Small Business published by the Small Business Administration, Washington 25, D. C.

The bulletin describes how to launch a program of reducing operating costs and lists checkpoints to be followed in such a program.

AIL Membership Campaign

"Partners in Progress" has been selected as the theme of a new membership drive sponsored by the AIL to add 1,000 new members to its rolls, according to an announcement by Edwin W. Pearce, president. Scheduled to last from October 15 to December 15, the campaign aims to strengthen the unity of the industry and to allow the AIL to expand its research activities and membership services.

In opening the drive, President Pearce asked the active cooperation of all AIL members and local and state association leaders. He announced that allied trades leaders have added their complete support and active assistance to help the AIL reach its goal. Each salesman, as he visits plants of nonmembers, will point out the advantages of membership in the AIL and urge all professional laundryowners to join.

These allied trades efforts will be guided by a special committee from the LCATA headed by LCATA President Bill Boyd of Emery Industries, Inc. Working with Mr. Boyd are: G. R. Bicknell, The American Laundry Machinery Company; C. R. Conley, Carman-Conley, Inc.; M. J. Doyle, Tingue, Brown and Company; D. A. Freeman, G. H. Bishop Company; Ralph H. Humbaugh, Speare Company; Edward Kahn, H. Kohnstamm and Company, and L. V. Merrill, Armour and Company.

Activities of the committee and allied trades salesmen in the field will be coordinated with those of AIL members and directors. Tying in the over-all campaign will be promotion by direct mail from AIL headquarters and ads in the industry's trade journals, where space has been donated by allied trades firms.

Laundry Wins Safety Award



Plaque is received by Jewel Laundry, Baltimore, in recognition of safety record of 1,028,328 man-hours of work with no lost-time accident of any kind. Pride in award made by insurance firm to company and its 76 employees is shared by (left to right): George Mueller, president; H. D. Herbert, route foreman; Richard Mueller, vice-president

DSIA Regional Meetings

Indianapolis, Ind., will be the scene of the North Central regional meeting of the Diaper Service Institute of America on Saturday and Sunday, October 23 and 24 at the Hotel Marrott. Operators from Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, North and South Dakota, Wisconsin and Ohio are invited.

The final 1955 regional meeting of this organization is the Northeast, for Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont and West Virginia. It will take place at the home of DSIA, the Penn Sherwood Hotel in Philadelphia, on Saturday and Sunday, November 13 and 14.

What's Your Problem, Mr. Laundryowner?

Competition got you worried?
Costs up? Production down?
Fumbling finishers?
High labor turnover?
Customers clamoring for better
quality? Quicker service?

This invaluable Manual shows you how to transform the beginner—the slow, unskilled operator—into a productive expert finisher and careful folder. It gives step-by-step routines for training operators to turn out quality finishing on all types of work—and turn it out fast.

It shows folders the quickest, most efficient, most customer-satisfying way to fold flatwork, dress and sport shirts, wearing apparel, uniforms.

It is generously illustrated with how-to pictures—to make the instructions even more easy to understand and apply.

Here's Your Answer!

Solve your problems with the help of this new handbook:

HOW TO TRAIN FINISHING and FOLDING OPERATORS in the Laundry

By MARGRET M. RESCHETAR

Nationally known demonstrator and instructor in laundry finishing

*This Manual of
40 informative pages,
14 inclusive chapters..*

Price \$1.00

STARCHROOM LAUNDRY JOURNAL

S-10

304 East 45th Street, New York 17, N. Y.

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☐ money order

Gentlemen:

Please send me my copy (postage paid) of HOW TO TRAIN FINISHING and FOLDING OPERATORS in the LAUNDRY by Margret M. Reschetar.

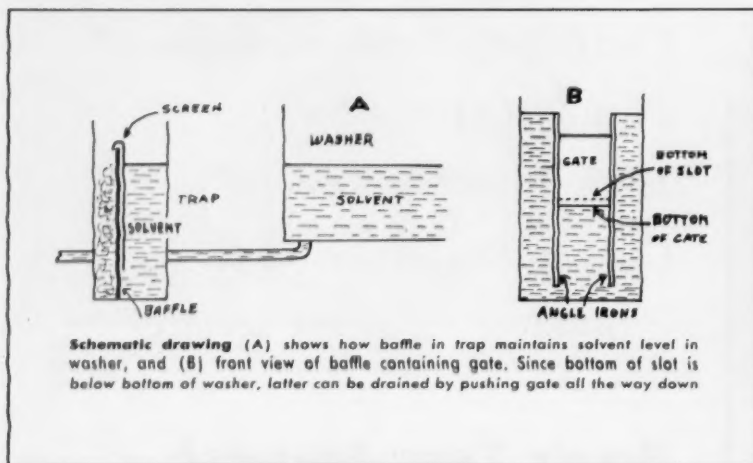
Name _____

Firm _____

Address _____

City _____ State _____

Cleaning Section



Schematic drawing (A) shows how baffle in trap maintains solvent level in washer, and (B) front view of baffle containing gate. Since bottom of slot is below bottom of washer, latter can be drained by pushing gate all the way down



Showing screen from overflow trap, which is hung over the baffle

Extractor-Rinse Problem Solved

Overflow trap gives continuous flow with 4 percent bath in standard washer

By WILLIAM R. PALMER

THE PROBLEM at Gallagher Laundry & Cleaners in Washington, D. C., was to double cleaning room capacity and to install a two-bath strong-soap setup, all at moderate cost. It was decided to put in the extractor-rinse. A 36-by-54 washer was placed on the other side of the extractor from the 30-by-40 washer already in use. Then a 5,000-gallon filter was installed to handle both washers on a 4 percent charge.

A 550-gallon tank was put in the "strong-soap circuit" between the washer and the pump. Below ground, it is fed by gravity from the washer. This meant, however, that solvent wouldn't enter the washer as fast as it drained out to the tank.

Therefore, to keep both washers on continuous filtration, weir traps or "overflow" traps had to be built in the

lines from each washer to the 4 percent tank. These are used in place of the standard button traps. Their purpose is to maintain the solvent level in the washers without hindering the continuous flow of solvent.

As built by Jack Gallagher, the overflow trap is about 9 inches square and 18 inches deep. The solvent line from the washer enters one side about 6 inches from the bottom. On the opposite side the line to the 4 percent storage tank opens. In between is a baffle, brazed to the walls and rising almost to the top of the trap. The baffle is about two-thirds across from the inlet.

A slot about 6 inches wide runs from the top of this baffle down to a point even with the bottom of the washer. Narrow angle irons fastened to the edges of the slot provide channels for a gate to slide over this slot,

making a dam to regulate the height of the incoming solvent. In its lowest position it permits the washer to drain completely. This gate fits very tightly against the channels so that it buckles slightly and stays where it is placed.

Raising or lowering this gate raises or lowers the level of the solvent in the washer, since the trap and the washer with the pipe between them act like a U-tube, in which a liquid always rises to the same level in each leg.

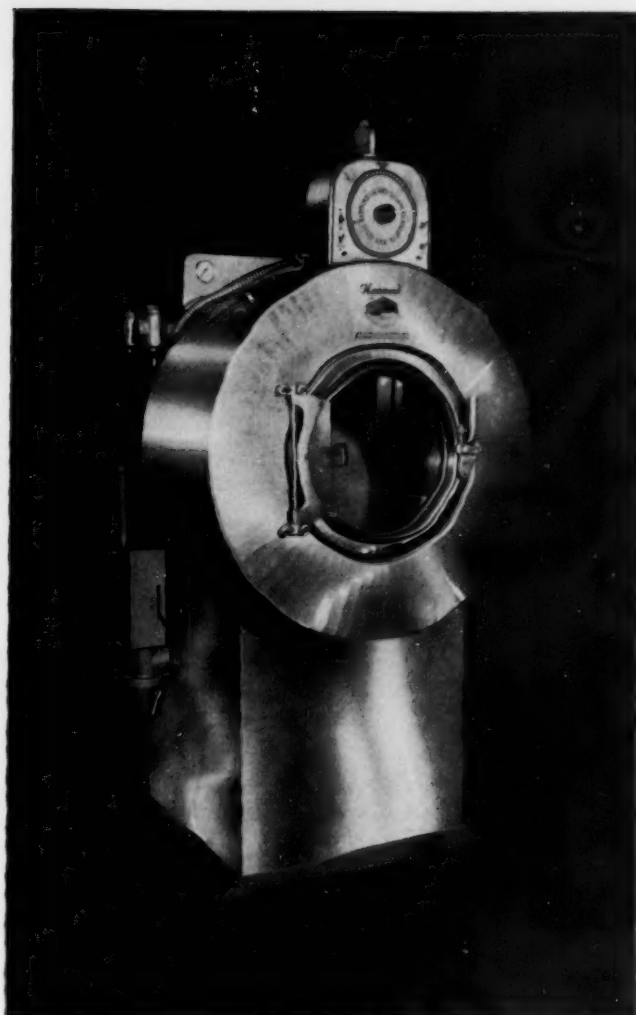
A sheet of perforated metal (a flattened button-trap screen) was trimmed to fit the sides of the weir trap. At the top this screen was curled over to hang it over the top of the baffle, so that buttons, lint, pins, etc., on hitting it would drop to the bottom of the trap.

The rinse for the extractor is drawn from a second 550-gallon tank, 45 gallons passing into the extractor in 90 seconds. Inlet and outlet pipes in each of the underground tanks extend almost to the bottom, so that the current of solvent between them scours the bottom, preventing sediment from settling there.

Rinse solvent is distilled continuously in a 60 g.p.h. still.

Water, being an expensive item in Washington, passes from the outlet of the jacket-type solvent cooler to the inlet of the still condenser, to perform double duty.

The entire setup is working fine, says Mr. Gallagher. □□



WHY ARE
HAMMOND
 OPEN END
WASHERS
 THE MOST POPULAR
 MADE IN AMERICA
TODAY?

HAMMOND first pioneered the development of open-end washers.

HAMMOND'S exclusive patented mechanical drive and reverse, imitated but not duplicated anywhere.

SUPERIOR ENGINEERING! Hammond engineers have worked constantly for even better performance.

PRECISION AUTOMATIC CONTROLS Developed and used exclusively by Hammond, the most efficient yet simple automatic controls found today.

SERVICE - All parts easily accessible. Only one operator needed.

CONVENIENT DESIGN - Constructed for minimum floor space requirements ... ease of loading and unloading.

EXTERIOR BEAUTY - Hammond has not forgotten the hundreds of visitors that visit the interior of your plant yearly.

UNMATCHED CONSTRUCTION - Integrity in construction is a 40 year Hammond policy. Hammond washers will still be operating when other models are junked. Completely all stainless steel, polished to a permanent finish.

Hammond
 LAUNDRY-CLEANING MACHINERY CO.
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MAIL
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 HANDY
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- ☐ Please send all available information on Hammond automatic equipment.
☐ Have your representative call with prices and details.

Name _____
 Firm _____
 Address _____
 City _____ Zone _____ State _____

Hammond Laundry-Cleaning Machinery Company
 Hammond Building Waco, Texas

Are You Ready for Winter?

*How to check and maintain efficiency
of three types of heating systems*

By JOSEPH C. McCABE

NOW IS YOUR LAST CHANCE to check your heating system for good, satisfactory winter service. An ounce of prevention is certainly worth a pound of cure in this department.

1-STEAM HEATING



Water Treatment: The best starting-off place in planning a better heating system or checking on the shape of a present one is to ask this simple question: Is the water clean?

As soon as a boiler begins to steam the condition of the boiler water greatly affects system operation and performance. With a new system, open your safety pressure-relief valve and see if water comes out with the steam. If it does, you have a priming condition, and your system needs a thorough cleaning.

In any event, look into water-treatment methods. They can save plenty. The right chemicals, for example, can combat return-line corrosion.

Piping: Next go to your piping system. Begin at the beginning and go over every foot of your piping. Check pipe pitch, hangers, vents and traps. Correct any faulty pipe connections that gave you trouble last winter.

On the pitch of piping, be certain steam and return mains are properly graded (see sketch below). For best results maintain a downward pitch from the main steam header to the

point where it joins the return main. Insulate all fittings. Have joints bent. See that risers are right, anchors haven't slipped, expansion joints aren't binding.

Replace damaged or missing pipe insulation. And while you're at it, try to find the cause of insulation damage. Sometimes careless operation of storage equipment or careless handling of crated materials can lead to costly damage of insulation and piping. Caution maintenance men to use ladders instead of standing in that nice, new insulation. Nothing can do quite so much harm as a sharp, dirty heel that cuts through a canvas jacket.

Valves and Vents: Keep packing sound and tight around valve stems. Keep gaskets in flanges snug. Provide adequate-sized traps, and be sure they're clean. Strainers lighten maintenance in this respect. They're easy to flush and clean.

See that your boiler return trap vents air freely. This is most noticeable when heating up. If this vent passes water, check first that the return trap is set high enough above the boiler-water line. If the vent is passing water you have a trap repair or replacement job on your hands.

Vacuum Pumps: Carry about 3 to 8 inches of vacuum on the pump gauge unless you have a high-vacuum sub-atmospheric system. Your pump ought to hold this vacuum by running only about half time. If not, or if you have no vacuum, look for faulty traps blowing into the returns or bad leaks in the return piping itself. Check the return water for high temperatures. If your pump vent blows steam, your traps are faulty. Sometimes you'll find a simple thing like a stuck vacuum switch causes your pump to run continuously.

Radiators: Many offices are using covers or enclosures over free-standing radiators on the theory that they improve performance and appearance. Some enclosures will produce better heating effects, but poorly designed ones will do just the opposite. In general, see that air admission and exit to an enclosure are ample and unobstructed.

Next, the better the chimney action within the enclosure, the better the performance. True convectors are supplied with proper enclosures for good service. But since they pull in air at the floor level, be sure heating sur-

faces are kept clean, air intakes and outlets unobstructed. See that your radiators are properly pitched. On one-pipe steam-heating systems they must slope down to the valve, on two-pipe systems the slope must be toward the return for best performance.

Remove and test thermostatic trap elements on radiators. A trap that won't close wastes steam, and can lead to complaints. The easiest way to check thermostatic elements is to install a trap body in a steam line

hooked to the heating-system main. Connect a water line fitted with a needle valve to the pipe containing the trap body.

Turn on the steam after filling the body and line with water. The element should discharge water, then close when steam reaches it. Replace defective elements with new ones in good condition.

Check the dampers on convectors. Clean dust and dirt from the convector outlets so warm air flows freely.

While you're checking, see if branches leaving the main header still have their tops all at a common level.

System Balancing: The expansion tank (sketch at left), where used, plays an important role in any hot-water heating system. Its job is to maintain enough pressure to keep the highest radiators filled when cold, and to prevent the water from boiling hot. See that it is sound, has no leaks, that its overflow pipe is in good shape.

Gravity hot-water systems are largely self-compensating in overcoming heating troubles from wrong pipe sizes. You can't say the same for forced-circulation designs. They are usually planned to give a water temperature drop of about 20 degrees through the cycle. With much resistance in certain legs of the heating system the areas fed by these legs will never get a chance to heat up.

For good balance, so that all parts get equal heating, install variable-orifice valves or adjustable fittings. Remember, with commercial pipes of uniform size in the different sections it is practically impossible to balance all circuits equally. You have to go to these special fittings to get around the problem.

General Precautions: Annual draining

2-HOT WATER

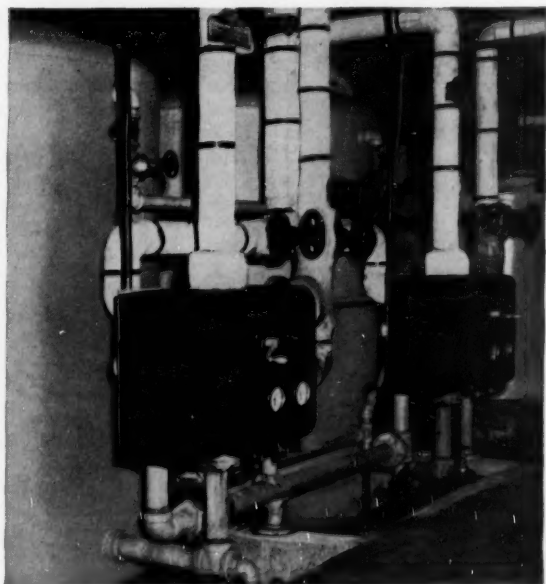


Piping: Remember, air will always collect at high points in piping and radiators unless it's properly vented. Check for this often. See, too, that pipe grading stays as uniform as it was when the system first went into service.

If you've added to your original piping layout—for instance, if you've added a branch line at a different ele-

vation or relaid mains originally graded downward—see that you have an adequate air vent at the top of the new branch or main. The same precaution against air pockets ought to be checked when you reduce pipe size in horizontal lines. Each reduction should be an eccentric reducing fitting or coupling and the tops of all sections of the pipe joined should line up.

FULLY AUTOMATIC WATER SOFTENING



This is a Fully Automatic Inversand Water Softening Plant Installed in a New York State Laundry in 1949

For 5 years it has backwashed, regenerated and returned to service automatically.

Attendance Cost—None

Economical—"100% PLUS"

And today you can have a Fully Automatic Inversand Water Softener for little more than the cost of a manual unit.

**New Inversand Softeners
or Conversions of Your Present
Units—Manual or Automatic
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Bulletin IS-1 Just out—FREE for the asking.



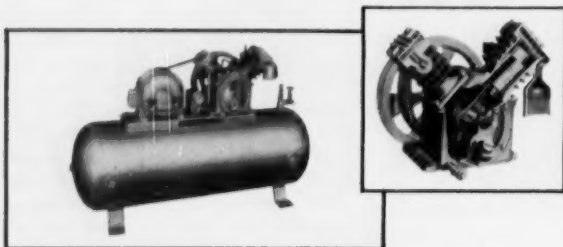
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this ounce of prevention

saves you dollars of maintenance
on all Ingersoll-Rand
Type 30 Compressors
through 5 hp



Shown above is a finger valve. It is the heart of the compressor—the key to dependable and efficient operation. These stainless steel finger valves are rugged, dependable and efficient, yet so simple in design that their maintenance is never a problem on Ingersoll-Rand Type 30 Compressors. For the story on how they can help you to better profits, write:

Ingersoll-Rand

#3-54

11 Broadway, New York 4, N. Y.

of a hot-water heating system may increase corrosion because the makeup may contain more oxygen and CO₂ than the existing water. In some large systems chemical treatment or deaeration or both may be needed to prevent excessive corrosion.

Keep an eye open for leaks. A tight system has little or no air leakage, reducing danger of corrosion from oxygen in the system.

Carefully inspect expansion tanks, and circulating pumps, if you have any.

3-AIR HEATING



There are six basic rules of behavior for warm air: (1) Warm air rises vertically unless controlled. (2) Different-temperature air streams stratify. (3) Air moves horizontally with least energy. (4) Extra energy is needed to blow warm air down, cold air up. (5) Heat must be circulated to heat any zone efficiently (see sketch above). (6) Blasts of hot air destroy comfort heating.

These rules furnish an excellent guide to rating any hot-air system. Because unit heaters can meet all six of the guiding rules they've pretty

largely taken over the field of hot-air heating in larger installations.

Piping: If you pull outside air through the heater, freezing may be a problem. Keep the pressure at the heater not less than 5 p.s.i.; in extremely cold climates, 10 p.s.i.

Be sure all steam mains are dripped or drained at their ends into the return piping system. Give long steam mains intermediate drips or drains.

It's good practice to install three-valve by-passes around all traps draining the steam piping of large installa-

PAID ADVERTISEMENT

Automatic Water Softener

If you are planning to install a new zeolite water softener or to replace your present one it will pay you to investigate the Elgin Ultramatic—the most efficient fully automatic water softener ever developed. Write for Bulletin 612 or let us put our nearest representative in touch with you. **Elgin-Refinite**, Div. of Elgin Softener Corporation, 150 North Grove Avenue, Elgin, Illinois.

Once is not enough!

The need for blood is greater than ever . . . to cure disease, to meet accidents and disasters, and to prepare for civil defense. Remember . . . once is NOT enough. Give blood again and again! Call your Red Cross, Armed Forces or Community Blood Donor Center for an appointment to give blood today.

GIVE BLOOD

. . . give it again and again!

tions, or at least a shutoff valve on each side of the trap. This permits you to repair traps without having to shut down heat.

A sediment strainer ahead of every trap is another form of preventive maintenance. The strainer is easily, quickly cleaned, replaced.

Pitch all piping 1 inch in 20 feet except where steam and condensate flow in opposite directions; then pitch piping 1 inch in 5 feet.

Don't forget that steam on the low-pressure side of a reducing valve contains superheat. It's almost equal to the difference in temperature between the steam in the high-pressure side of the reducing valve and the temperature of the boiling point of the water at the pressure on the low side of the reducing valve. This superheat frequently interferes with the heat emission of unit heaters. If you find this is happening, install a desuperheater.

If you have erosion and water hammer in the returns of a high-pressure system, your piping is too small. Vacuum pumps don't prove too practical in this class of heating system. Your only solution to the problem is to replace the return-line piping.

Traps: Use either combination float and thermostatic traps or inverted

bucket traps with a thermostatic-trap air by-pass. Capacity should be not less than twice the rated condensing capacity of the heater. Each heater should be separately trapped. Check all traps frequently. See that they're working properly.

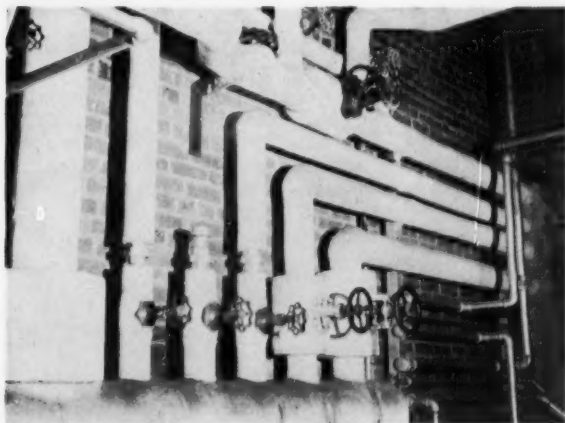
Controls: Unit heaters put out about 10 percent of their rated capacity when the blower and motor are shut down. A simple room thermostat will regulate the periods of "on" and "off" quite satisfactorily.

Recommended control is a combination of room thermostat and surface aquastat or pressurestat. But never install the thermostat in a dead-air pocket or in the air-flow stream to the heater.

To prevent a unit heater from circulating cold air during the winter months when your steam pressure is down, install a reverse-acting surface aquastat in the return connection from the unit heater and connect it to the electric wiring to the heater motor.

Air Filters: The filter area should never be less than twice the face area of the heater with a propeller-type unit. Clean or replace filters often to prevent starving the unit heater of air and causing motor trouble from undue loading. ☐ ☐

Steampiping for Maintenance



Valves in each line off the boiler header

The boiler room is T. G. Goad's special pride at his Village Laundry and Cleaners in Chapel Hill, North Carolina. Shown here is the header right off the boiler, with separate piping to each of the production departments valved right at the header. If a department has to shut down for repairs, the rest of the plant keeps right on working.

The big valve and the two smaller ones at the top of the picture are on the return line. They permit the hot water tank to be by-passed when necessary.

A plugged stub in the header, complete with valve and insulation, was included in the assembly. Thus another steam line can be added, without disturbing even the insulation.

Trouble With Pop-Off Valve

Engineering Editor: We have a 20 horsepower Ontario watertube boiler. Several months ago our low-water cutoff failed causing the boiler to get extremely hot. We replaced the low-water cutoff with a different make, attempting to retain the same water level.

Since that time when we fire up the boiler in the morning at about 30 pounds of steam the pop valve goes off. This continues at intervals of 5 to 10 pounds or 5-minute intervals until the oil burner cuts off at our maximum pressure of 90 pounds. When it reaches 90 pounds it settles down and we have no more trouble until the following morning.

This is the third pop valve that we have installed. The present one is set for 125 pounds. We have contacted several heating engineers and they have been unable to give us any cause for our trouble.—L.L.

Unfortunately, we are not familiar with the design of the Ontario watertube boiler, but two possibilities come to mind.

The first is that in changing your low-water cutoff you somehow wound up with a much lower water level than previously. If the furnace chamber is surrounded by water tubes,

these elements with the lowered water level in the drum operate against a much lower static pressure head and generate steam much more rapidly so that their upper sections may even run dry every so often. Then the steam pours out of these tubes in jets and could conceivably be discharging close to the pop-off valve outlet to build up enough pressure to lift that member for a short while. Once the firing rate levels off and the boiler metal parts approach an even temperature, a water head begins to build up over the furnace wall tubes and operation proceeds normally.

The second possibility could be a damaged furnace wall resulting from the earlier failure of your low-water cutoff. The extreme heat buildup in the furnace wall could have crimped in some of the steam-generating surfaces and restricted circulation. During firing up, these crimped surfaces would require building up a higher pressure in these parts and hence throughout the boiler-water-to-steam cycle. The buildup would be gradual and occasional action of the blow-off valve would relieve the excess pressure. Finally, when all metal parts have been equally heated, the crimped areas may expand enough to relieve this pressure pinch.

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"Points to
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When You
Select a Boiler"



This bulletin describes the Continental Automatic Packaged Boiler . . . the Boiler with the special "spinning gas technique" for maximum heat transfer at low fuel cost. Get the facts on what to look for when you select a boiler . . . send for Bulletin BE-3 today.

**Continental Boiler Division
BOILER ENGINEERING & SUPPLY CO., INC.
Phoenixville, Pa.**

NAME

COMPANY

ADDRESS



Straight-line setup of shirt finishing presses is one of unusual features of Brighton Laundry's 55-girl shirt department. There are 11 of these lines or units; 10 for regular dress shirts and one for handling synthetic sport shirts



Sequence for five-girl unit, with work flowing from girl nearest top of picture, is: First operator conditions sleeves on form, then presses sleeves and cuffs; second finishes collar on collar press, does back, rear yoke and side seams on backing press; third finishes bosom on combination rotary-type press; two end girls touch up and fold shirts

Brighton's Shirts Are Different

*Unusual finishing and packaging features
please fastidious white-shirt clientele*

By HENRY MOZDZER

A GOOD SHIRT is the keystone of a successful family laundry business. This is particularly true of the Brighton Laundry, Brooklyn, New York, owned by Herman and Harry Boslow, which caters to a "white shirt" clientele. That it has been successful is evidenced by the fact that Brighton

is one of the largest family laundry plants on the East Coast, operating some 70 routes and a half dozen stores, and employing a staff of more than 300.

During an average week, Brighton processes some 65,000 shirts (and blouses)—an impressive figure but no

more impressive than the shirt department itself.

Any visitor who has become accustomed to seeing shirt equipment set in-the-round is at least a little startled to see that the finishing equipment at Brighton's is set side by side in a straight line. Each line is a unit and there are 11 of these running parallel to each other across the room. According to general manager Charles B. Shacter, this arrangement was found to be the most satisfactory from the standpoint of space utilization, orderly display and workflow.

Each unit is comprised of five presses—sleeve, cuff, collar, back and bosom. (The last is actually a double press which rotates, allowing the operator to load one while the other is processing.) The shirts are brought up from the washroom and fed to the units from an aisle which runs along the window side of the building. As they go from press to press in the order given above, the shirts move toward the center of the room for assembly and packaging.

But before the visitor gets along this far, he is again startled. Each line, or

(Continued on page 75)



Collar finishing is speeded by pressing right side on collar press (left), then pressing it wrong side up on back press at same time that side lays are made



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Circulation standards serving advertisers, advertising agencies and publishers. Before 1914, no independent circulation yardstick existed; rival publishers' claims couldn't be accurately compared; no one could soundly assess the fairness of advertising rates.

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in these statements by auditor's examination, and disseminates circulation data only. A.B.C. functions only where accurate audits are possible; its reports contain no opinions or conclusions. In 1954 the circulations factually reported by the Bureau will exceed 328,000,000.

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Every business publication A.B.C. Audit Report is packed with audited answers to such important questions as: • How much net paid circulation? • How much unpaid distribution? • What are the businesses and occupations of the subscribers? • Where are subscribers located? • What do subscribers pay? • Are premiums used to get subscribers? • Are subscribers in arrears? • What percentage of subscribers renew?



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reau field auditor will call every year . . . to inventory subscriber response and to sum up the solid numerical facts about the circulation progress of his publication.

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THE PUBLISHER IMPROVES HIS PRODUCT!

A.B.C. membership brings to business publishers a solid source of exact circulation counts that meet impartial, generally accepted standards. A.B.C. business publications thus win the attention and confidence of advertisers and agencies.

Publishers benefit in many other ways from known A.B.C.-audited circulation. They can set equitable rates. They can iden-

tify the circulation characteristics that make their publication distinctive; build the type of audited, paid circulation their advertisers want. With A.B.C. facts they can soundly evaluate their publishing investment. Meeting A.B.C. standards helps management oversee circulation activities; win a worthwhile reader audience for their advertisers.

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The Bureau is our outstanding example of business self-regulation by buyers and sellers under free enterprise. A.B.C.'s known standards and factual reports changed publication advertising from speculative adventure to scientific investment in sales. Subscribers who pay to read, together with business men who

invest in advertising help to bring to American and Canadian publications the income that keeps them free—self-reliant contributors to our industrial growth and high living standards.

A.B.C. standards help make printed mass communication an essential, effective part of free enterprise.



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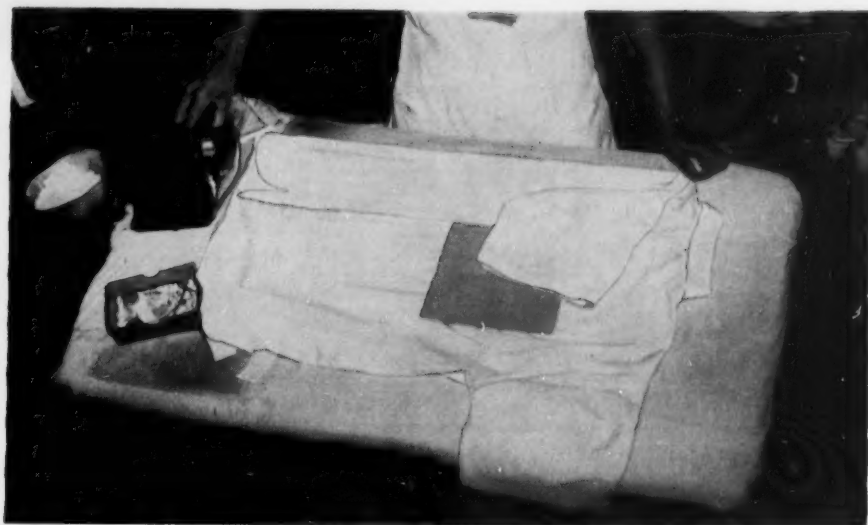
For forty years the Bureau has limited itself to reporting facts, without opinion. "Every single rule, regulation, practice and procedure . . . is designed to develop for the publisher and for the advertiser an . . . audited figure of paid circulation."

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Buyer and seller unity in such successful business self-regulation, in 1954 as in 1914, makes A.B.C. a sound answer to industry's need for accurate figures about Audited Paid Circulation.

AUDIT BUREAU OF CIRCULATIONS
123 North Wacker Drive, Chicago 6, Illinois

1914 •
GUARDIAN



Quality-conscious management has two girls in each unit touch up collars, sleeves, gussets, pocket flaps, etc., and fold by hand. Shirt boards are placed sideways as shown here for all short-sleeved shirts

(Continued from page 70)
unit, has two girls assigned to the folding operation. It looks wasteful but, as the general manager explains it, one sees that this is not waste but insurance.

Brighton is determined to give its customers the very best shirt it knows how. Some time ago, when the units produced between 140 and 160 shirts per hour, management was certain that quality could not be maintained at this pace. So it paid the operators extra to decrease shirt production to a maximum of 120 shirts per hour per unit.

Two girls are used in the folding operation because every shirt is touched up by hand and folded the same way. Reason: It looks better. This goes for the business shirt which the customer picks up at his neighborhood store for 18 cents as well as one

which costs route customers 23 cents or the sport-shirt customer 43 cents (laundered).

Do these "extras" pay off? Brighton management points to its shirt volume, and prides itself on having a discriminating "soft shirt" clientele. In direct contrast to the American Institute of Laundering's national averages on starching preference, 82 percent of Brighton Laundry's customers prefer "no starch." This figure increases to approximately 90 percent during the summer. The national survey indicates just the opposite preference, with no-starch customers in the minority. In short, Brighton has plenty of customers and ones who are choosy, at that. If they weren't, it wouldn't pay off.

There are several other features which serve to identify a Brighton-finished shirt. For one thing, the collars are folded flat. This has customer

acceptance since it makes it possible to store twice as many shirts in a bureau drawer. Similarly, the company finds it convenient because twice as many shirts can be put in a box. Going one step further, it can readily be appreciated what this space saving means to a firm that is dependent upon routes for its income. Bigger loads mean fewer trips. About 95 percent of Brighton's volume is brought in by its fleet of route trucks which cover the New York metropolitan area. Last year these routes averaged \$600 per week each.

Another distinctive feature of the Brighton shirt is its method of using cellophane as a protective wrapping. Brighton uses gauge 300 MS-1 stock (which means it is moisture-resistant and heat-sealing) in rectangular sheets measuring 13 by 20 inches. The sheets are wrapped snugly around the width of the folded shirt and sealed by gliding a hand iron across the overlapping ends. This does not enclose the entire shirt and the wrapping acts more or less as a wide band which covers the main body but leaves both ends exposed.

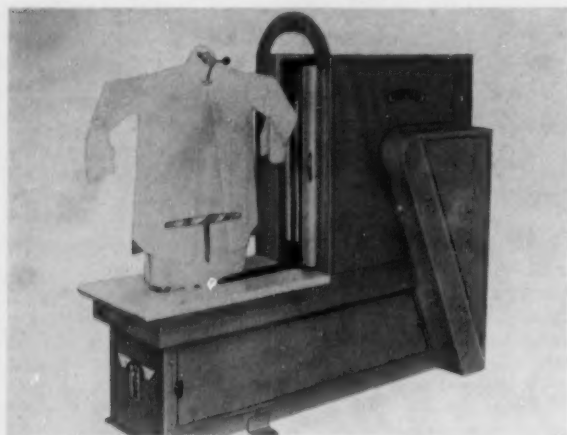
Brighton found this method the quickest, most satisfactory as well as most economical way to package a shirt after trying many different types of materials in various forms. Each sheet of cellophane costs about 7/10 of a cent. The plant has been using cellophane for the past three years and is convinced that it makes a good shirt look better. Once when Brighton ran out of cellophane it began receiving complaints from customers who felt the shirts were not up to the usual standard of quality. This is not to say that no one ever registers a complaint. There just seemed to be a correlation between the calls and the missing wrappers. □□



Finished product is displayed by general manager C. B. Shacter to plant visitor. Note that cellophane wrap is opened at top and bottom of business shirt and at sides for sport shirt. Same size board is used for both

NEW PRODUCTS and LITERATURE

Unipress Features New Bosom and Body Press



Ira C. Maxwell, president of the Unipress Company, has announced the development of the new Unipress Glide-O-Matic one-lay bosom and body press, featured in the company's new two-girl Glide-O-Matic shirt finishing unit. According to Mr. Maxwell the new press, working with other presses in the Glide-O-Matic unit, produces quality-finished shirts in a matter of seconds.

The new bosom and body press requires only one lay to finish both bosom and body automatically. The operator lays a shirt over the form, snaps on the collar clamp, presses the control and the shirt moves into the press. When finishing is completed, the form automatically returns to the original position, where the neck and tail bands automatically release for speedy removal of the shirt.

The two-girl Glide-O-Matic shirt finishing unit is designed for balanced and rhythmic operation, to save floor space and cut operator fatigue. One girl operates the bosom and body press, the yoke press and the cuff press. The second girl operates the automatic one-lay shirt sleever, the collar press and the automatic shirt folding table. The unit is also adaptable to three-girl operation.

A new bulletin describing the

unit also contains several scale-drawing floor plans, all designed to save floor space, increase operator efficiency and produce quality finishing. The bulletin is available from the Unipress Company, 2800 Lyndale Ave. S., Minneapolis 8, Minn.

Chicago Tumbler Drier



A new gas-heated tumbler drier in vertical rectangular shape has been introduced by Chicago Dryer Company. According to the manufacturer, the unit incorporates neat, clean-line design planned for ease of maintenance and for

top performance in tumbler operation.

The unit is available in three sizes: 37 by 30 inches with 40-pound capacity; 37 by 24 inches with 32-pound capacity; 37 by 18 inches with 24-pound capacity. It features 37-inch diameter cylinder, automatic controls, quiet V-belt and chain drive, easily accessible controls, built-in lint box, and is available in gas-, steam- or electricity-heated models.

The manufacturer points out that the unit is especially suitable for hotels, hospitals, institutions, quick-service plants and motels, where consistently dependable service is needed.

Detailed literature on the new drier is available from Chicago Dryer Company, Department 2, 2210 N. Pulaski Rd., Chicago 39, Ill.

Safety Campaign

Package Masters, Inc., 2525 S. Wabash Ave., Chicago, Ill., has introduced the Save-A-Life safety campaign, using bow collar supports and shirt bands, a civic prestige builder that will alert shirt laundering customers to the danger of accidents and will make them remember the civic-minded laundryman who offers the warnings.

A series of five safety slogans, such as "Please be careful, Daddy," "Be careful today! Children are unpredictable," and "Daddy! Please be careful today. Come home safe tonight!", are printed on shirt bands and collar supports to serve customers as daily reminders. Package Masters has also prepared a publicity story on the safety drive in behalf of individual launderers that is suitable for release to local newspapers. A newspaper advertising mat is also given free with every order of collar supports and shirt bands.

Davis Press Plate Booklet

An illustrated booklet prepared by Davis Specialties, Inc., under the direction of Dave Freeman, describes the company's new press plates and finishing technique. The Cat Tongue press plate for wools and the Lusterplate for silks are especially designed for heat-sensitive fabrics and have built-in moisture conditioners and steam diffusers.

A double press plate, the Cat Tongue has a new type of pressing surface. The unit is designed to provide the following features: eliminates hot,

high-velocity steam jets that cause "nickle spots," puckering and uneven finish; reduces too-high steam temperature to avoid shine, fusing and glazing of heat-sensitive synthetics; makes the steam safer for all fabrics; equalizes moisture in steam for easy removal of wrinkles and spreads steam uniformly over pressing area; eliminates press-plate "moire."

The Lusterplate for silks and lustrous fabrics has a smooth surface, like the face of a hot-head press, perforated to allow head steam to remove wrinkles. The Lusterplate and Cat Tongue press plate are interchangeable so that utility presses can give better finishing of lustrous fabrics, and so the wool presser, by slipping a Lusterplate on his utility press, can also finish silks, drapes, shirts, skirts, etc.

Other advantages of the Lusterplate, according to the manufacturer, are: safer finishing of synthetics; increased productivity of presses; skilled finishing by unskilled operators; elimination of idle press time.

Free copies of the folder describing these products are available from Davis Specialties, Inc., 1600 Foster Ave., Evanston, Ill.

Glover Offers New Washer



To meet developing demand for a low-priced, high-capacity open-end washer, Bill Glover, Inc., 5204 Truman Rd., Kansas City, Mo., is introducing the 25-pound Automat.

All stainless steel in construction, the Bill Glover Automat has controls resembling those of the Bill Glover Auto-Spin. The Automat is cycled to give a fast 20-minute wash on average soil and a 27-minute wash on heavy soil.

Bill Glover, Jr., president of the firm, pointed out that the new Automat "is designed to fill a gap left in the quick-serv-



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SHORT FORMULAS
Average Soil 20 Minutes—
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QUICKER SERVICE
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SIMPLIFIED CONTROLS
The "Automat" controls all
Washes and Rinses—Automatically
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Water Level and Temperatures.</p> | <p>4 STAINLESS STEEL
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ice laundry market for a low-priced, automatic, stainless steel washer that will deliver a quality wash in the shortest possible time."

Boiler Bulletin

A new 4-page bulletin describing the operation and advantages of the Continental automatic boiler's "Spinning Gas Technique" is offered by Boiler Engineering & Supply Co., Inc. This technique is reported to be a method of obtaining maximum heat transfer with a simplified design.

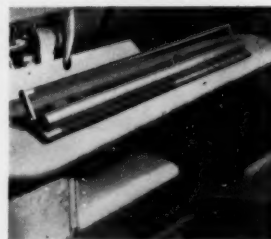
The boilers are available in sizes from 20 to 500 hp., pressure of 15 to 200 pounds w.p., and with oil, gas or combination firing. The bulletin shows a cutaway view of the boiler, illustrates its hinged doors and shows the method of injecting air through static, turbine-like vanes into the burner.

Copies of Bulletin BE-4 can be obtained by writing to Boiler Engineering & Supply Co., Inc., Phoenixville, Pa.

smaller branch conduits and the system is engineered to supply a predetermined volume of air ranging from 275 to 450 c.f.m. to each work station. The air volume is controlled by the employee as each outlet is equipped with a positive cutoff valve for regulating the volume of air and an adjustable nozzle for directing the air flow.

According to Mr. Eure, this system can be extended or modified; outlets may be added or moved to new locations. The system is said to provide increased efficiency, increased production and better employee morale.

Blocker for Sweaters



New Coupling Models

Titeflex, Inc., Springfield, Mass., has announced that its quick-seal leak-proof coupling is now available in heavy-duty models for high-pressure, heavy-flow applications.

The Titeflex coupling construction is designed to make the hose leakproof as soon as the nipple is seated in the coupling body and to seal it tighter the higher the pressure builds up. The coupling has a full swiveling feature that prevents hose kinking. These features make this coupling suitable for use where the hose line carries a large flow, where the line pressure is high, or both.

A new sweater-blocking device, the Blok-Rite, has been introduced by John P. Lynch Co., 1401 16th St., San Francisco 3, Calif. The machine is placed on a press and blocks the garment with steam from the press.

Blok-Rite has the following uses: restores elasticity in waistbands and cuffs of any knit ribbing; restores original shape to collars; reshapes shoulder width; contracts or stretches jersey or any loose-woven material; reshapes stoles, and stretches sweater lengths.

With every Blok-Rite machine the Lynch company offers an initial supply of garment tags and a counter card to advertise the Blok-Rite service. Advertising and promotional layouts are also available.

Eureco Ventilating System

A ventilating system adapted to the needs of individual laundries and drycleaning plants has been introduced by L. C. Eure, president of Eure & Company, Box 221, Edgewater, Md. The individual problems of each plant determine how its Eureco system could be set up.

The Eureco system consists of a fan, high-pressure conduit system and an evaporative cooler. Each of these units becomes an integral part of the spot cooling system, which is designed to give an even flow of air at all times whether 1 or 50 positive valves are closed. The evaporative cooled air is distributed by means of a high-pressure main conduit to

New Meyercord Color

Meyercord gold is now available in decals for truck and fleet cars, according to an announcement by The Meyercord Co.

The manufacturer reports that Meyercord gold is brighter and richer in color than synthetic gold used in the past for decals and that it outwears previously used gold decal materials by 50 to 75 percent, according to tests conducted by the Meyercord development laboratory. Meyercord emphasizes that its new color is different from bronzed or aluminum coatings employed as synthetic

gold colors in the past, stating that these colors provide a dark, dingy appearance completely unlike the metal.

Samples and full information can be obtained from Mr. Ralph Royer, The Meyercoed Co., 5323 W. Lake St., Chicago 44, Ill.

Western Press Bulletin

Western Laundry Press Co., P. O. Box 449, Salt Lake City, Utah, has announced that its new bulletin, No. 654, is now available.

The bulletin features the company's new cabinet bosom and body shirt press and one-lay cabinet sleeve press. It also shows various Ajax buck styles for standard or special laundry needs. The manufacturer notes that the Ajax line of equipment offers fine finishing, fast production and rugged engineering.

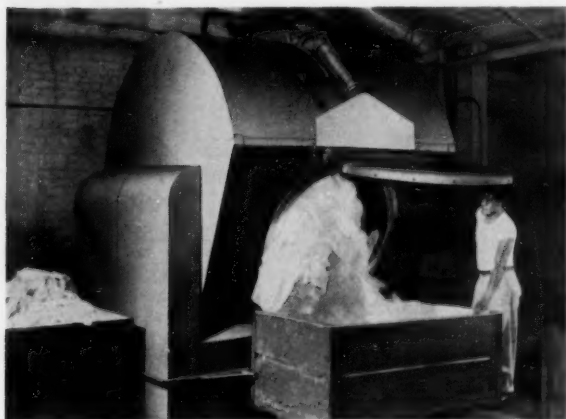
Servis Recorder Catalog

A new catalog has been published on industrial applications for Servis recorders. The catalog explains how the new Model M electrical Servis recorder is applied to any type of laundry equipment powered by electricity. The recorder tells when and for how long the equipment is in use, as well as giving the same precise information for idle time.

Doing a similar job but depending on mechanical motion rather than electricity are the mechanical Servis recorders, also described. Both models etch their productive and non-productive time records on wax-covered charts which are easily tabulated.

Servis Recorder Industrial Catalog No. 10 is available from The Service Recorder Company, 1375 Euclid Ave., Cleveland 15, Ohio.

Challenge To Manufacture Grantham Tumbler



J. Ross Castendyck, president of Challenge Manufacturing Company, industrial equipment manufacturer, has announced that his company has secured the manufacturing rights to Grantham tumblers and that it will produce them on a mass-production basis by the middle of October.

With the exception of loading, the Grantham tumbler operates automatically. It has a 200-pound dry-weight capacity and can handle the laundry directly from a centrifugal or hydraulic extractor. After the machine is loaded, the operator presses a button and drying, tumbling and unloading proceed automatically. The Grantham preconditions and tumbles at the rate of 2,300 pounds of laundry per hour; it completely dries a full load in 15 minutes.

Manufactured on a limited basis during the past few years,

Grantham tumblers have been proved under operating conditions, according to reports by Challenge Manufacturing Company. Mr. Castendyck pointed out that the tumbler will be known in the future as the Challenge - Grantham tumbler and that complete information is available from Challenge Manufacturing Company, Laundry Machinery Division, 7400 E. Bandini Blvd., Los Angeles 22, Calif.

Penn-Drake Washoil

Penn-Drake Washoil, a material said to reduce laundry costs, simplify handling and improve quality, is described in a new folder. The folder also includes details on the use of this product, its packaging and price.

According to the manufac-

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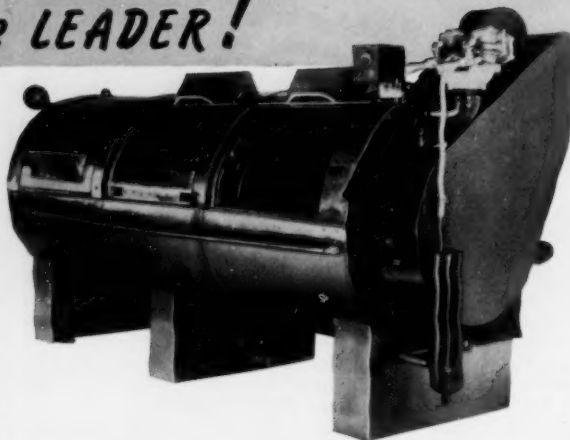
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*NOTE: an exclusive feature of the Henrici "Cyclone" model only



Illustrated is the 42 x 108" Henrici "Cyclone" model Stainless Steel Washer (3 pocket, 3 door) complete with automatic float-type valve, Henrici "Rinsometer" for automatic control of dump valve, heavy-duty reversing-type motor with 2-way push button control, thermometer and steam valve and piping. Capacity: 510 lbs. dry weight.

Send for catalog



HENRICI

LAUNDRY MACHINERY CO.
12 HENRICI ST., BOSTON 26, MASS.

turer, laundry experience has shown that good results can be obtained with only one-half the amount of Washoil originally recommended, resulting in substantial cost reduction.

The product is said to have the following features: produces softer linens; cuts operating time and soap consumption; eliminates odors; extends life of linens; reduces lint, and prevents soil impregnation.

Copies of the folder may be obtained from Pennsylvania Refining Company, Butler, Pa.

Monel Press Pads

Permanent-type Monel-metal press pads are now available for every make and model of the new upright and cabinet-type bosom-body and cabinet sleeve presses, according to an announcement by Resillo Company, 2328 W. Nelson St., Chicago 18, Ill. According to Resillo, these pads are constructed in exact accordance with each manufacturer's own press specifications.

The new pads feature a proved Monel-mesh construction, incorporating soft cushioning action and resiliency, and are said to produce high-quality pressing, maximum production

and long service life. The long life of the pad is designed to assure savings by eliminating frequent pad changes.

Gasway Features 3-D Ironing Action



Gasway Corporation, 6463 N. Ravenswood Ave., Chicago 26, Ill., has introduced its new line of "3-D" flatwork ironers.

The third dimension in ironing is "hand ironing action," a method of working linens side-wise as well as lengthwise as they pass through the ironer. The action that results is said to duplicate the work of a hand laundress, eliminating running wrinkles in the work. A bank of

Free surveys of all presses by a Resillo-trained padding specialist are offered by all authorized Resillo dealers.

heatproof ribbons to carry the work from the back of the machine toward the front, in contact with the under-surface of the heated cylinder, increases usable cylinder surface to 88 percent, making possible greater ironing surface with a smaller cylinder.

A rapid-acting micrometer temperature control, which holds cylinder temperature within 5 degrees of the set point regard-

less of work load changes, is a feature of the Gasway line. The new ironers are available in three basic models, 60 to 110 inches, with production rates up to 1,600 pounds per eight hours. Users whose needs outgrow the lower-production models can obtain standard conversion packages to make them equivalent to the higher-production models. Both gas-fired and steam-heated types are made.

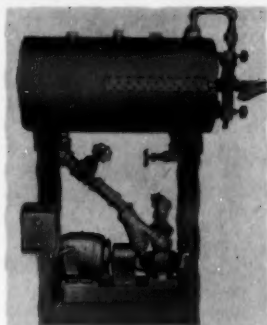
Automatic Laundry Soap

Rinspeed, a homogenized soap for automatic laundries, has been introduced by Beach Soap Company, Lawrence, Mass.

Highly soluble, the product is said to go to work instantly and be a free rinsing. These properties, along with high washing power and phosphate content, make Rinspeed especially suitable for self-service laundries with their limited washing time and hard-water difficulties. The product is also designed to prevent build-up of lime soap in the washer and to eliminate hard-water gray work. It contains a new textile fresher that neutralizes fabric odor, making clothes smell fresh and clean, and a fluorium

brightener that is reported to enliven both white and colored work, making the fabrics look like new.

Cyclotherm Uses Preheater In Boiler Feed Systems



A new boiler feed system, incorporating a preheater that operates on steam from the boiler, has been added to the Cyclotherm line of boiler feed systems for use with Cyclotherm and other steam boilers. The new units, manufactured by Cyclotherm Division of United States Radiator Corporation, Oswego, N. Y., automatically maintain boiler feed water between 190 and 200 degrees Fahrenheit. Ranging in size from 30 to 540 gallons, the tanks will supply from 280 to 2,800 gallons of preheated water per hour.

Preheating boiler water is said by Cyclotherm engineers to lengthen boiler life by eliminating stresses caused by low-temperature feedwater entering the already heated shell. Preheating makeup water also makes it easier for the boiler to maintain pressure during peak loads and reduces boiler scale.

A perforated tube inserted horizontally in the feedwater tank is connected to the steam supply. The unit is thermostatically controlled so that steam is allowed to enter the unit only when the temperature falls below a predetermined point. A thermostatic bulb filled with a pressure-sensitive fluid controls a flexible bellows that mechanically opens and closes the valve, varying the opening or completely closing it.

Automatic Transmission

A three-speed automatic transmission suited for light truck operations is now available as optional equipment in the 11 models of International R-100, R-110, R-120 and R-130 series truck models, according to R. M. Buzard, manager of sales, motor truck division, International Harvester Company, 180

N. Michigan Ave., Chicago, Ill.

"A unique feature is the automatic converter lockout in direct drive to prevent slippage and heat loss," Mr. Buzard said. "This increases efficiency from 5 to 10 percent. . . ." He added that the company's field tests show that fuel economy is retained and that there are savings in time, driving effort and engine, transmission and drive-line wear.

The new transmission is available with either the Economy Silver Diamond 220 engine, standard in the light-duty line, or with the SD-240, optional in the R-110, R-120 or R-130 series models.

Ajax Shirt Press



A new improved cabinet bosom-body shirt press has been developed by Western Laundry Press Company, 619 S. Fifth West St., Salt Lake City, Utah.

Nicholas Strike, manager of the company, reports that the new model CBBY gives a quality finish to the front, back and yoke in one lay, automatically, in 15 seconds.

Special features of the new model include high-velocity heads for quick drying and all-steel construction for dependable service. This cabinet model expedites the shirt as a finished product in a compact unit requiring only a cabinet sleever and a collar-cuff press.

New Solvay Plant Opens

Production is now under way at the new chloromethane plant, Moundsville, W. Va., of Solvay Process Division, Allied Chemical & Dye Corporation, New York.

The plant will produce carbon tetrachloride, methyl chloride, methylene chloride and chloroform, new additions to the company's line of alkali chemicals.

Kohnstamm Appointments

Edward Kahn, former district sales manager of H. Kohn-



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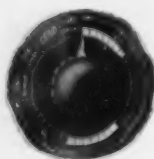
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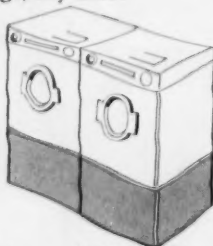


1 Laundrite's new styling keeps customers sold . . . reminds them how MODERN your laundry is!



2 Laundrite's automatic control saves labor . . . yet allows any change, any time!

3 Laundrite units fit snugly together . . . put every square foot of floor space to work!



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Division of American Machine and Metals, Inc.
East Moline, Illinois

"World's Oldest Builders of Power Laundry Equipment"

stamm & Co., Inc., has been named general sales manager of the Western division. Mr. Kahn began his career with the company in 1914 under the late Max Kohnstamm.

At the same time, Walter J. Kohnstamm was appointed general manager of the Chicago office. The assistant treasurer of the firm, Mr. Kohnstamm was formerly in charge of financial administration in Kohnstamm's Western division.

Warren C. Malik, who joined the company in 1946, has assumed the duties of assistant sales manager of the Western division.

New Gibraltar Products

Wallace Forman of Gibraltar Fabrics, Inc., 2236 Pitkin Ave., Brooklyn 7, N. Y., has announced the latest addition to the company's line, the Governor, a new heavyweight knitted nylon net that is pre-shrunk. Available in four colors, the new net is guaranteed not to open at the seams.

Another new Gibraltar product is a self-service flatwork ironer pad, which makes it possible for laundries to make their own installation. The manufacturer reports that use of the pad insures high-quality ironing, fast drying and up to six months of service on each pad. The new pad is recommended for use with Gibraltar Datex flatwork ironer covers.

New Treatment for Boilers Available From McMillan

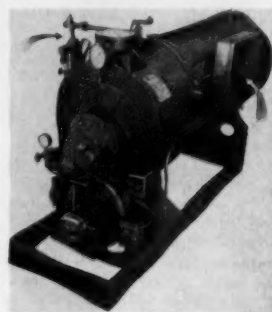
Kemaloid, a new boiler and cooling water treatment, has been introduced by C. C. McMillan Industrial Supplies.

The product is used to prevent and remove scale, corrosion, oil deposits, foaming and priming, and embrittlement tendencies in boilers and cooling water systems. A dry powder chemical compound, Kemaloid features simplicity and ease of application that make its use effective without complicated testing procedures and by non-chemically trained personnel. Another advantage of Kemaloid, according to its manufacturer, is that it can be handled by any laundry or drycleaning supply house giving complete water treating service to the smaller boiler operator. The product is guaranteed against damage to any part of the boiler and to materials under process from carryover live steam. Kemaloid is packaged in fiber drums up to 400 pounds in capacity.

To manufacture this product, C. C. McMillan has formed

C. C. McMillan Industrial Supplies, 3912 S. W. Dolph Court, Portland 19, Ore. For the past 16 years Mr. McMillan has been in the boiler and equipment field in the East and Midwest. He plans to appoint distributors for coverage of the United States and Canada in the near future.

Cyclotherm Moves Controls On Steam Generator



Cyclotherm Division of United States Radiator Corporation, Oswego, N. Y., has announced that on the Cyclotherm 40 hp. package steam generator, Model C1400, the electronic controls that regulate the unit's automatic operation have been moved for easy eye-level maintenance. The control box, formerly mounted on the boiler skids, is now on the side of the boiler jacket so a person can stand while examining or working on the controls. The water column is now on the left side of the unit, as a person faces it, and the controls are on the right.

The redesigned Cyclotherm operates on gas, oil or gas-and-oil combination. It offers 3 square feet of heating surface per boiler hp., using the patented Cyclonic Combustion principle, and can be installed in a space 9 feet 2 1/4 inches long, 3 feet 5 inches wide and 4 feet 7 inches high. The boiler requires no stack.

Explosion-Proof Timer

A new explosion-proof timer for laundries and drycleaning establishments has been introduced by Norman Control Company, 4650 W. Lawrence Ave., Chicago 30, Ill. The unit can be used to time and control any electrically operated equipment and is designed to meet requirements of the National Electrical Code for Class I, Group D, Hazardous Locations.

The setting knob is directly connected to the switch operating cam, and all energy required to operate the switch it-

self is built up by manually setting the pointer. The switch has a single-pole, double-throw, 1,000-watt capacity, fully enclosed. The motor is self-starting, slow-speed, industrial-type, completely sealed. No energy is required for the clock motor to trip the switch at the end of the preset time.

Tubeless Truck Tires

Tubeless tires have been made standard equipment on five International light-duty truck models, according to R. M. Buzard, manager of sales, motor truck division, International Harvester Company, 180 N. Michigan Ave., Chicago, Ill. According to Mr. Buzard, Internationals are the first motor trucks to have the new type of tire, which has been tested by the manufacturer, as standard equipment.

"The tubeless tires are now on the trucks as they come off the assembly lines at our Springfield, Ohio, works," Mr. Buzard said. "They are standard on the International 100, R-102, R-110, R-111 and R-112." These models also offer optionally a three-speed, completely automatic transmission, overdrive and power steering.

Daniels Expands Belting Line

C. R. Daniels, Inc., has announced the expansion of its line of solid woven belting. The

company can now furnish 2- to 10-ply solid woven belting in all widths through 84 inches. This belting is adapted to elevator, conveyor and power-transmission operations.

Dandux solid woven belting is available either as untreated white cotton or impregnated with waterproof compound. According to W. E. Carson, general sales manager, this expansion gives Daniels one of the largest varieties of canvas belting stocks in the country.

Further information and a catalog are available from C. R. Daniels, Inc., Daniels, Md.

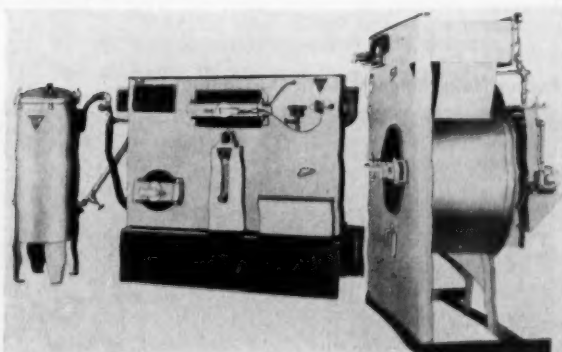
Guide to Decal Size

The Meyercord Company, decalcomania manufacturer, has developed a guide to measure the size of a required truck sign.

The guide is a heavy paper, 3 by 12 inches, divided into 36 inch-square checks. It is temporarily attached in turn to the front, side and rear of the truck and each perspective is photographed with any camera. The operator then sends the prints to Meyercord. The built-in checker guide can be translated into the exact dimensions of the decal sign required. The company's sales department claims that this device can save pages of detailed correspondence on dimensions.

The guides are available from The Meyercord Company, 5323 W. Lake St., Chicago 44, Ill.

Vic Introduces Econo Automatic Unit



A new automatic drycleaning unit, Vic Cleaning Machine Company's Model 59A Automatic Econo, is now available, according to a recent announcement.

Designed for economy, and ruggedly built, the new machine is a fully automatic combination of three units with capacity of 108 to 130 pounds

per hour, filter capacity of 1,500 gallons per hour, cylinder size of 30 by 22 inches, and solvent storage capacity of 105 gallons. The unit can be installed through an ordinary door.

Further details are available from Vic Cleaning Machine Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.



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"Order today with the understanding that **LOGLIFE APRONS** (cloth finish) will give you a better finish and a lower cost per day of operation, or, we will refund double the difference between our invoice and the current price of the apron you are replacing."

LOGLIFE and Extra Heavy **LOGLIFE** are made from longer, stronger staple cotton spun into multi-ply yarn and woven on the world's heaviest looms in the Tingle, Brown Atlanta Mill. That is why we can make this guarantee—you risk nothing! **LOGLIFE**—20% longer service with less stretch and fabric impression!

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NEWS

from the

ALLIED TRADES

Huron Campaign Boosts Professional Laundries

The Huron Milling Company, 9 Park Pl., New York, N. Y., is continuing its successful consumer campaign of advertising in *Life* magazine this year. Built around the *Life* ads, the promotion offers merchandising material without charge to professional laundries participating in the program.

One of the aims of the campaign is to build up the professional laundry, a term that, according to Huron, has done much to dignify the laundry industry as a whole and has almost replaced the terms "commercial" and "family" previously used by laundries and allied trades firms. In addition, the campaign reminds custom-

ers that Velvet Rainbow starch is sold only to professional laundries. To get Velvet Rainbow quality in shirt work, customers must patronize a professional laundry.

Huron's merchandising package for laundrymen who use Velvet Rainbow includes *Life* ad reprints, counter cards, window stickers, truck streamers, newspaper mats, telephone solicitations, TV script, radio script and recording, local newspaper publicity, postcards and direct-mail letters.

Last year's campaign was enthusiastically received by professional laundries, according to reports by Huron, and resulted in wide and favorable publicity.

New Carman Distributors Organized

According to an announcement by S. E. Moore, president of Carman & Co., Inc., the following companies have been organized to take over Carman branch locations:

C. R. Conley, J. Robert Conley and James R. Conley have formed Carman-Conley Inc., to take over Carman & Company, Chicago; Carman Sterne Maley Co., Chicago and Indianapolis, and Carman Sterne Maley Corp., Butler, Wis.

H. H. Virgo, Everett F. Stewart, John B. Ryan and Oliver Perry have formed Rochester Carman Supply Corporation, taking over the Rochester, N. Y., branch of Carman & Co., Inc.

John T. Lowe and a number of his employees have formed Morris & Eckels, Inc., Baltimore, to take over Carman operations in Baltimore, and Alexandria and Norfolk, Va.

John J. Reichert, Charles B. Gingrich, Roger Kane, Katherine C. Koetz and Helen F. Mulbay have organized the new E. J. Thomas Company to handle the operations of the former Columbus, Ohio, branch of Carman & Co., Inc.

James E. St. John has taken over operation of Carman Philadelphia and will operate it under that name.

Carman Supply Company has been organized to take over the Cleveland branch of Carman

Ohio, Inc., Ed. Zurlinden is president, and Newton Frazee, Morris Shotwell, W. J. Edwards, Paul M. Lewis, Harley H. Evans, Sr., and key personnel are among the stockholders.

Five former Carman salesmen, Messrs. Feketis, Tauster, Goldstein, Isaacoff and Teltster, office supervisor Bob Thoelen and several other key employees have formed C C Chemical Company, 38-30 Review Ave., Long Island City, N. Y., to take over the Metropolitan New York branch of the company.

The company's Cincinnati branch has been acquired by R. W. Green, who will operate it as Carman Ohio Co., Inc., its former name.

Injunction Issued

On August 19, 1954, Judge Carter of the United States District Court, Southern District of California, Central Division, issued a permanent injunction against Marion C. McClinton, enjoining the manufacture, sale and use of specially surfaced press plates covered by U. S. Patent No. 2,632,968.

The plates covered by the patent have been placed on the market under the name Cat-Tongue Pressplate by Davis Specialties, Inc., Evanston, Ill.

Rieger Joins Diamond

George Rieger has been named by Diamond Alkali Company, Cleveland, to lead and coordinate market research activities of its recently formed Commercial Development Department. In announcing the appointment C. A. Butler, Jr., director of commercial development, stated that Mr. Rieger will be "primarily responsible for the market research activities of the department—principally projects relating directly to Diamond's long-term growth."

Olin Mathieson Election

The following officers have been elected by Olin Mathieson Chemical Corporation, New York City, according to an announcement by John M. Olin, chairman of the board, and Thomas S. Nichols, president:

John W. Hanes, chairman of the finance committee and vice-president for finance; F. Stillman Elfred, John C. Leppart, Stanley de J. Osborne, executive vice-presidents.

Russell R. Casteel, vice-president; Norman H. Collisson, Donald W. Drummond, R. L. Hockley, Milton F. Meissner, S. L. Nevins and J. J. Toohy, vice-presidents for operations; Russell Hopkinson, vice-president for development; Robert W. Lea, vice-president for organization; R. B. Lewis, vice-president for financial analysis; David T. Marvel, vice-president for sales; Walter F. O'Connell, vice-president and assistant to the vice-president for finance; Fred Olsen, vice-president for research; Ralph A. Ostberg, vice-president for production; Theodore Weicker, Jr., vice-president for overseas opera-

tions; Edgar W. Taft, treasurer; C. C. Tallman, comptroller; Gordon Grand, Jr., secretary; E. R. Van Vliet, assistant treasurer, and A. P. Winsor, assistant secretary.

The officers were all formerly associated with one or the other of the predecessor companies, Olin Industries, Inc., and Mathieson Chemical Corporation, which merged last August.

Southern Mills Manager



CLAUDE DALEY, JR.

Claude Daley, Jr., has been appointed head of the Detroit office of Southern Mills, Inc. Formerly Eastern representative for the company, he succeeds Albert J. Allen, Jr., as Detroit representative.

Southern Mills, Inc., manufacturer of the Cottonblossom line of laundry textiles, has its home office and plant in Atlanta, Ga. The company also maintains sales offices in New York, Chicago, Dallas, Los Angeles and Detroit. William D. Ellis is president of the company, and Wiley P. McGinty is sales manager.

Pantex Helps Remedy Hurricane Damage



As an aftermath of hurricane "Carol," the worst storm to hit New England in many years, the Pantex Manufacturing Corporation of Pawtucket, R. I., was called upon by several banks in the Providence-Paw-

tucket area to supply presses and steam generators to dry out currency, bonds and other important documents that had been immersed in water-flooded vaults.

Pantex soon had batteries of

12

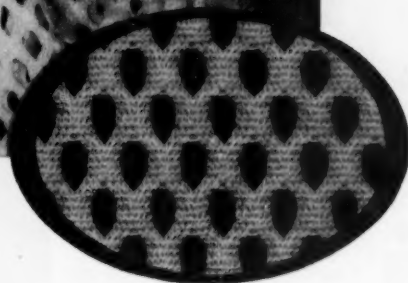
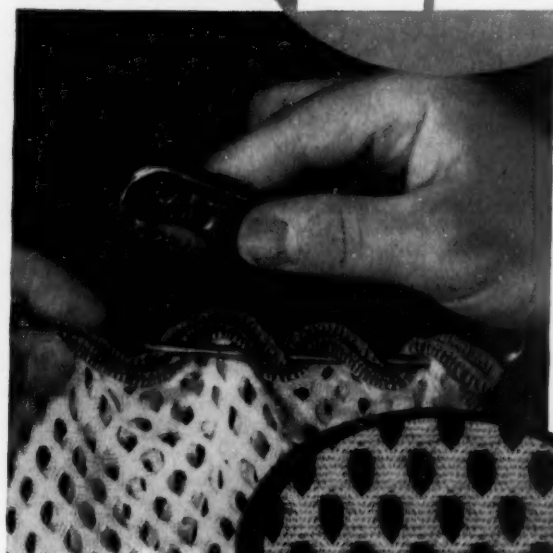
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11. Long lasting—dollar saving.
12. Available in solid colors or with colored overedging.

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presses in operation for a quick pressing and drying job. The photograph shows two Pantex presses at work in the Old Colony Cooperative Bank, Providence, following the hurricane. This is the second time the company has served the banks in such an emergency, the first being after the 1938 hurricane.

Allied Chemical Names Aubel Branch Manager

The appointment of V. W. Aubel, Jr., to the post of manager of the Philadelphia sales branch of Solvay Process Division, Allied Chemical & Dye Corporation, New York, has been announced by H. F. Merritt, vice-president. Mr. Aubel succeeds the late C. M. Peterson.

In assuming his new duties Mr. Aubel will supervise Solvay sales activities throughout Virginia, Maryland, Delaware, southern New Jersey and eastern Pennsylvania.

A graduate of Pennsylvania State College, Mr. Aubel joined the company in 1939, and prior to World War II served in the Philadelphia area and in Texas. During the war he served in the Navy and was released with the rank of Lieutenant. Mr. Aubel returned to Solvay as supervisor in the calcium chloride sales department and in 1951 was appointed manager of that department.

New Carruthers Partner

John Carruthers & Company, Boston accounting and management consultant firm, has announced that David Donald Connors has been admitted as partner.

Hercules Appointments

Three new appointments in the export department of Hercules Powder Company, Wilmington, Del., have been announced by David M. Houston, director of the department.

William W. Delaney, who joined the company in 1929, becomes manager of the Eastern division, comprising Africa and the Near and Far East, including Australia and New Zealand. Joseph M. Carbonara assumes the duties of manager of the Western hemisphere division. He joined Hercules in 1939 and has made many business trips to Mexico and Latin America. Curtis M. Hinsley, a member of the export department since 1946, has been appointed supervisor of the European division.

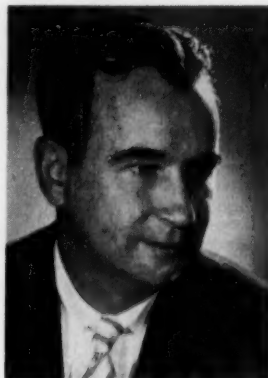
Lewis National Clinic

Plans are being completed for a laundry and drycleaning clinic sponsored by Lewis National Corporation, Dorchester, Mass., at the Hotel Bradford in Boston on November 6 and 7.

This exhibit, the only one of its type in New England, according to Lewis National, will be of special interest because of improvements and new models of machines that have been developed during the past year. Many machines will be shown in actual operation.

In addition to the equipment show, there will be forums on both afternoons with talks by speakers prominent in the allied trades. Following the forums will be question-and-answer periods dealing with today's problems.

Tingue, Brown Elects Clines



CHARLES W. CLINES

Charles W. Clines has been elected assistant vice-president of Tingue, Brown & Company, New York. Mr. Clines joined the company's Chicago office in 1943, after practicing law for 12 years. He later moved to the firm's Atlanta, Ga., office, where he is now manager of the Atlanta mill.

Thompson-Hayward Buys Carman Branch Assets

Thompson-Hayward Chemical Company has purchased the assets of seven of the Carman Company branches, according to an announcement by Charles T. Thompson, president. The combined laundry and drycleaning supply operations will be operated as The Carman Division, Thompson-Hayward Chemical Company.

Included are the units at Kansas City and St. Louis, Mo.; Fort Worth, Houston and San Antonio, Tex.; Rock Island, Ill., and Omaha, Neb. No change in operating personnel of the

Carman units is contemplated.

The Carman Division will be headed by Charles O. Davis, manager of the laundry department of Thompson-Hayward Chemical Company, and Robert E. Lees, president of The Carman Missouri Corporation.

According to a report by Thompson-Hayward, combining Carman and Thompson-Hayward facilities will provide better and more efficient service for the distribution of a complete line of laundry and drycleaning chemicals and supplies and will effect substantial economies in operation.

Cowles Adds Distributor

Cowles Chemical Company, Cleveland, has appointed W. C. Plunkett and Co., Inc., Atlanta, Ga., distributor of Cowles laundry products. Complete stocks of Cowles products are now on hand, and the services of Cowles technical man F. Earle Davis, whose headquarters are in Decatur, Ga., are available through the Plunkett firm.

This new dealer is in addition to James E. Cox Company, Morris & Eckels Company, Phenix Supply Company, and F. H. Ross & Co., Inc., of Atlanta, who have handled the Cowles line of laundry products in this area for many years.

Hungerford & Terry Plant

Hungerford & Terry, Inc., manufacturer of water-conditioning plants, is now completing a new plant at Clayton, N. J., to take care of its expanding business volume. The new plant provides increased manufacturing and office space, new analytical and research chemical laboratories and a modern plant cafeteria.

New Office, Warehouse Opened by Tri-State



Tri-State Supply Co., Columbia, South Carolina, has completed a new building at Taylor and Lincoln Streets to house its offices and warehouse. The building provides 7,000 square feet of floor space.

Lever Staff Changes

Alfred A. Michaud has been appointed industrial detergents sales manager for Lever Brothers Company, New York, according to an announcement by W. H. Cochrane, general manager of the company's industrial division. Formerly central district sales manager for the industrial detergents department in Chicago, Mr. Michaud succeeds W. P. Black, who has been appointed to the sales staff of the company's Lever division.

Mr. Cochrane also announced that J. Kenneth Hafer will replace Mr. Michaud as central district sales manager for the industrial detergents department. Mr. Hafer, who joined the company in 1953 as a salesman in that department, will make his headquarters in Chicago.

Bouma Joins Huron Milling

The Huron Milling Company, New York, has appointed John O. Bouma to the national sales staff, according to B. F. Bowman, vice-president, sales and product development. Mr. Bouma was formerly with Carman & Company and Nevens Company, both of Minneapolis.

Mr. Bouma, whose appointment furthers Huron's program to strengthen distribution and service for Velvet Rainbow laundry starch, will be located in the company's Mid-West Division office in Chicago, under J. P. Pfaff, division manager. His territory includes Minnesota, Wisconsin, North and South Dakota and Iowa (except Davenport and Dubuque). In addition, Mr. Bouma will cover northeastern Nebraska, north-eastern Wyoming and eastern Montana.

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Top quality, durable products developed expressly to give superior service for long periods. Perfected to produce a fine, smooth finish on all types of work. Also manufacturers of INDUSTRIAL TEXTILES such as: HOSE AND BELT DUCKS • YARNS • CHAFERS • THREADS • SHEETINGS • COATING FABRICS • WRAPPING TWINES • DIVERSIFIED COTTON FABRICS

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New York Office: 40 Worth Street



Manufacturers of

RUGGED, DEPENDABLE, EFFICIENT
STAINLESS STEEL
WASHERS and EXTRACTORS

- NO COSTLY BREAKDOWN DELAYS
- LOWEST OPERATING COSTS
- A RANGE OF SIZES AND TYPE TO FIT YOUR REQUIREMENTS

- Manufacturers • Designers
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LAUNDRY MACHINERY CO., INC.

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BROOKLYN, 6, N. Y.
CABLE ADDRESS: "CUMLAMAC"

Founded in 1935, Tri-State serves laundry and drycleaning plants in North and South Carolina and part of Georgia. O. A. LaMotte is president and R. C. LaMotte, vice-president. Before joining the company in

NO LINER NEEDED

with **GROSS STAR**

ALUMINUM GRID-PLATES



up to 46" \$14.85
mushroom... 11.00
over 46".... 19.25
from your jobber

Perfect heat and steam control are attained through the exclusive metal, vent-spacing and pressing surface of Gross Star Plates. No grid plate liner is needed with any press.

GROSS STAR GRID PLATE for Better Pressing

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1946, R. C. LaMotte studied at the NID. He covers South Carolina and Georgia, while Troy Bonds covers North Carolina.

Staley Vice-President

The board of directors of A. E. Staley Manufacturing Company, Decatur, Ill., has elected A. R. Staley, son of the company's founder, a vice-president. Mr. Staley will be in charge of the company's customer relations.

Yarnall Announcement

A. M. Ritter, Chicago, district manager of Yarnall-Warrior Company, Philadelphia, has announced that the company's Midwestern sales office has moved to larger quarters in room 303, Machinery Hall Building, 549 W. Washington Blvd., Chicago 6, Ill.

At the same time Mr. Ritter announced that the following engineers have joined his local sales staff: Mitchell Carson, Ray Peterson and Gordon Wagner.

Cowles Holds Sales Clinic in Cleveland



The last in a series of sales clinics for the laundry department of Cowles Chemical Company was held recently at the company's offices located in Cleveland.

William J. Schleicher, department manager; Ray Johnson, sales manager, and Robert

V. Finch, manager of the laundry laboratory, led discussions on Cowles' products, service problems and company sales efforts. The following members of the Cowles staff (in the photo above seated clockwise around the table) attended the clinic: Bob Finch, J. M. Wiginton,

56 Years Service to Laundries

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Indelible Inks
Linen Markers

Metal Dies
Pens

**EVERYTHING FOR SUPERIOR
Marking of Linens, Uniforms**

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5632 HARPER AVE. CHICAGO 37, ILL.

Kentucky - Tennessee; Rudie Smith, Detroit; Bob Johnson, Arias, New York City; Charles Cleveland-northeastern Ohio; Welch, New Jersey; F. Earle Bill Schleicher and Ray John-Davis, Georgia-Alabama; John son.

Convention Calendar

Kentucky State Launderers and Cleaners Association
Phoenix Hotel
Lexington, Kentucky
November 5-6, 1954

Indiana Dry Cleaning and Laundering Institute
Claypoole Hotel
Indianapolis, Indiana
December 3-5, 1954

National Institute of Rug Cleaning
Statler Hotel
New York, New York
January 15-17, 1955

Louisiana Laundry & Cleaners Association
Virginia Hotel
Monroe, Louisiana
January 21-23, 1955

Minnesota Institute of Laundering and Cleaning, Inc.
Nicollet Hotel,
Minneapolis, Minnesota
January 29-30, 1955

She's STACKED All Right

But not as well as shirts folded, banded and stacked by...

UNIPRESS

FULLY AUTOMATIC
SHIRT FOLDER







The UNIPRESS Company
Minneapolis 8, Minnesota

FOR DRYCLEANING ONLY



the
"Taubman" MARKING PEN

with
PERCHLOROETHYLENE
and
CHARGED SYSTEM

MODEL GRSO
GREEN INK
ONLY. This marking pen is especially designed for drycleaners only using perchlorethylene and "charged system".
WARNING—This green ink will not stand up in wet wash or laundry.

Retail \$1.00

SAMUEL TAUBMAN & CO. 1 WEST 34th ST., N. Y. 1, N. Y.

North Carolina Association of Launderers and Cleaners, Inc.
Washington-Duke Hotel
Durham, North Carolina
February 11-12, 1955

Mid-West Cleaners and Launderers
President Hotel
Kansas City, Missouri
February 17-19, 1955

American Institute of Laundering
Young Men's Conference
La Salle Hotel
Chicago, Illinois
March 1-2, 1955

National Institute of Drycleaning
Chicago, Illinois
March 3-6, 1955

Obituaries

Charles T. Beringer, 64, president and general manager of the John P. Lynch Company of San Francisco and Los Angeles, passed away. Mr. Beringer was also president of Beringer Brothers Winery, St. Helena, California, which was established by his father.

Mr. Beringer entered the laundry and drycleaning industry in 1919, when he established a laundry department for A. P. Hotelling and Company, San Francisco. He established the John P. Lynch Company of San Francisco in 1925, in partnership with John P. Lynch of Los Angeles.

Mr. Beringer always maintained a close personal relationship with the industry, supporting constructive group activities. He also served as president of the Wine Institute, was a Rotarian and a member of the Olympic Club of San Francisco.

His wife, a son, a daughter, three sisters and a brother survive.



George S. Funk, well-known allied tradesman, died recently in Cincinnati. Mr. Funk had been associated with the cleaning industry for 25 years. Shortly after his graduation from college, he joined U. S. Hoffman Machinery Corp., with which he was associated for 15 years. After joining Emery Industries, Inc., in 1944 as a Sanitone engineer, Mr. Funk became assistant sales manager of the Sanitone Division in 1949.

He was a member of the Cincinnati Valley Scottish Rite Masonry and was a

Shriner. Surviving are his wife, a daughter and two brothers.

Thomas Rutherford Edwards, 79, of John Carruthers and Company, Inc., Boston accounting firm, passed away recently. Formerly associated with Patterson, Teele and Dennis, accountants, Mr. Edwards practiced privately for a time before he joined Carruthers. He received a certificate as a Certified Public Accountant in Massachusetts in 1928.

Mr. Edwards was a thirty-second degree Mason, a Knight Templar and a Shriner. Among his Masonic honors are the Joseph Warren Distinguished Service Medal and the Henry



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Meyercord now offers the finest gold metallic color for decal applications that has the richness, gloss and brilliance of the precious metal. No longer need you be satisfied with dark bronzes or other make-shift "golds." New Meyercord gold is an exclusive development of our own laboratory . . . and this new decal gold is now available commercially either alone or in combination with any number of separate colors. New Meyercord decal gold maintains its color and lustrous brilliance even when subjected to the most difficult weather conditions. See new Meyercord Gold decals for truck and fleet car use . . . just drop us a line on your company letterhead and we will see that you receive samples.

Meyercord Decal Truck Sign Manual—FREE



Write today for your FREE copy of Meyercord's "Ads on Wheels" booklet. It shows Meyercord truck decals in actual colors . . . packed with suggestions for making profitable use of your moving billboards. Address:

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The code-lock tag fits only one assembly arm . . . THE CORRECT ONE!

THIS FAMOUS TAG

GIVES YOU POSITIVE AUTOMATIC MECHANICAL CHECK FROM BREAKING TABLE TO DELIVERY

Foolproof speedy identification—automatically! Cuts loss claims, cuts labor costs, speeds your whole operation—Flexible—Fits your present system—Key-Tag identification systems for every plant . . . for every service. WRITE FOR DETAILS AND PRICES.

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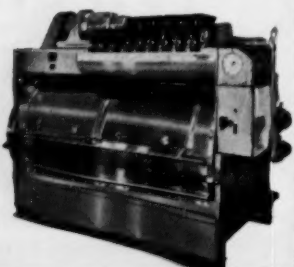
Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.

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ROBOT

FULLY AUTOMATIC
WASHERS FOR
THE HEART OF
YOUR LAUNDRY



ROBOT LAUNDRY MACHINERY SALES
DIVISION OF THE WOLF COMPANY
Chambersburg, Pa.

PROOF

of a bigger payload

Over 2000 lbs. of lead shot in bags are piled in this small 2 1/2 bu. canvas basket without strain or damage. Dandux canvas baskets and trucks are stronger.



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With AUTOMATIC PIECE COUNTER



Makes, marks, power staples temporary identification tags and counts pieces in one operation. Selective single or double stapling. Models adaptable to all laundries and cleaning plants. PATENTED MACHINES FOR STAPLING



RIBBON-RITE
MARKING MACHINE
Clean, sharp, indelible ribbonized marking. No inkling grief. Always ready for use.

TAG-O-MATIC

The economy machine for cleaners. Makes, marks and stacks tags. LIKE tags for all orders.

No waste, no loose tags. Makes tags up to 10 characters.



Genuine TAG-O-LECTRIC FIBERROLL

The only tag roll that carries operational guarantee for Tag-O-Lectrics and Tag-O-Matics. No. 1 and No. 1/2 sizes.



Genuine TAG-O-LECTRIC STAPLES
Rust-resistant or rust proof. Made for power, precision stapling.

Write for Free Booklets on TEMPORARY IDENTIFICATION

TEXTILE MARKING MACHINE CO., Inc. 346 WALTON ST. CHICAGO 2, ILL.

You can depend on

PRODUCTS ADVERTISED in STARCHROOM LAUNDRY JOURNAL

When you order by trade name the supplies and equipment described in advertisements in this magazine, you know the manufacturers are prepared to stand behind them. This is your assurance of quality and performance.

Price Medal, the latter being the highest honor given by the Grand Master of Masons in Massachusetts.

Elmore A. Haney, 56, Southern division sales manager of The American Laundry Machinery Company, Cincinnati, died on August 23 after an illness of six months.

Mr. Haney began his career with The American Laundry Machinery Company in 1924 as an order clerk and became a salesman in 1927. He left the company in 1932 to enter the laundry business in St. Louis and returned as a salesman in 1937. From 1942 to 1946 Mr. Haney served in the Army. Nine months after returning to American, he was named assistant Southern division manager, and in 1954 he assumed full management of the division.

During World War I Mr. Haney served in the 37th Rainbow Division, and in World War II he held the rank of Lieutenant Colonel in charge of all Army laundry operations in Europe. For this work he received citations from several of our allies. A resident of Silverton, Ohio, Mr. Haney was a member of the Hyde Park Masonic Lodge, the Shriners, Scottish Rite, Sales Executives Club, Almco Veterans, and the 37th Division Veterans Association.

He is survived by his wife, Mrs. Mildred Stauder Haney, and his mother, Mrs. Laura Edwards of Los Angeles.

Carl E. Hohlmayer, 54, who operated Hohlmayer's Laundromat, Springfield, Ohio, with his two sons, died recently. Survivors are his sons, Arthur E. and Earl J., a daughter and his father.

Thomas J. O'Malia, Sr., 77, founder and operator of O'Malia Laundry, died recently in Wilkes-Barre, Pennsylvania. A charter member of the Wilkes-Barre Aerie of Eagles, he was awarded the organization's fifty-year membership medal.

His wife and eight children survive.



Frank H. Ross, Sr., 68, president and founder of F. H. Ross & Company, Charlotte, North Carolina, passed away. Under his direction, F. H. Ross & Company expanded and now, in addition to its Charlotte headquarters, maintains offices and warehouses in 12 Southern cities.

Mr. Ross was a director of the Union National Bank, the Charlotte Country Club and the Lawton, Oklahoma, Coca-Cola Bottling Company, as well as being widely known in the laundry, drycleaning and chemical industries.

Survivors are two sons,

Frank Howard Ross, Jr., immediate past president of the Laundry & Cleaners Allied Trades Association, and James McCausland Ross, five grandchildren, and two brothers.

Herman Alfonso Smith, 71, owner and operator for 49 years of the Florence (South Carolina) Steam Laundry, died after a brief illness. He was a past director of the American Institute of Laundering and was twice president of the Four States Launderers Association. For a time, Mr. Smith also served as commandant of cadets and teacher of mathematics at Orangeburg Collegiate Institute in Orangeburg.

Active in civic affairs, Mr. Smith was a past president and a charter member of the Florence Rotary Club, past president and director of the Florence Chamber of Commerce and a Shriner.

His wife, a daughter and four sons survive.

Abraham Zalon, 76, president of Riverside Linen Supply and Laundry, Inc., Paterson, New Jersey, died recently. Associated with him in the business were his sons, Jack, Mitchell and Barnet Zalon. In addition to his sons, a daughter survives Mr. Zalon.

FAMOUS LAST WORDS:



Let's face it—they won't send out advance warning notices of atom-bomb attacks. They just sneak over and let go when we're least expecting it—without even so much as a declaration of war. The emergency may be an atom bomb or it may be a fire, a flood, a hurricane. It's only good business to be ready for it—whatever it is. Take these precautions TODAY:

- ☐ Enlist the help of your local Civil Defense Director.
- ☐ Check contents and locations of first-aid kits.
- ☐ Send staff to Red Cross courses. They may save your life.
- ☐ Promote preparedness in your community. Your local CD Director can show you how.

Set the standard of preparedness in your plant city—check off these four simple points NOW.



STARCHROOM LAUNDRY JOURNAL



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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

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Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

Laundry and cleaning plant in Piedmont, S. Carolina. Women's college and industrial town of 25,000, with equipment to do \$100,000 annually. Good city location with drive-in, practically all cash-and-carry. Excellent opportunity for man with limited capital, fine man-and-wife proposition, as will sell for one-fourth down, balance in 10 years. Also profitable linen rental service. Owner retiring. ADDRESS, Box 700, STARCHROOM LAUNDRY JOURNAL. -2

Laundry and drycleaning plant in Southern California. Fastest growing section of U. S. Gross over \$220,000 year. Serve both summer and winter resorts, makes steady year-round business, good profit. Will sell all or lease buildings. Help finance. Wish to retire. ADDRESS, Box 701, STARCHROOM LAUNDRY JOURNAL. -2

For Sale: Small laundry in fast-growing Michigan community, ideal for husband and wife. Shirt unit, American Handi-Iron, dryer, boiler and washers. Property and truck. Plenty of room and business for expansion. \$8,000 will handle, with small balance. Au Sable Laundry, Oscoda, Michigan. 683-2

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Republic 9-3816. 472-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 880th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3891. 9653-2

FOR SALE: Laundry and drycleaning plant, 75 miles north of Sacramento, Calif. Trucks operate throughout the county, fixed revenue from commercial accounts equals 35% of gross. Equipment like new, two boilers. Owner wishes to retire after 34 years. Annual gross \$100,000. Price \$80,000, down payment \$35,000. Modern block building may be purchased or leased. ADDRESS, Box 588, STARCHROOM LAUNDRY JOURNAL. -2

Owner retiring, will give excellent terms to right parties. Fine BUILDING, fair equipment, excellent Southern California location. Doing over \$300,000 annually. A REAL OPPORTUNITY for someone. ADDRESS, Box 589, STARCHROOM LAUNDRY JOURNAL. -2

ONE COMPLETE DRYCLEANING—LAUNDRY AND COLD STORAGE PLANT. ADDRESS, Box 661, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRY NEAR OAKLAND, CALIF., fast growing city, 2 routes serve area, 130,000 population, unlimited possibilities. Very well established, present owners have operated for 54 years. Gross over \$100,000. Best new equipment and boiler installed since 1946. SAN LEANDRO FRENCH LAUNDRY, SAN LEANDRO, CALIF. 682-2

For Sale: Laundry and drycleaning plant located in northern Minnesota, in progressive and growing city. Plant well equipped with new machinery. Firm long established. Reason for sale: owner unable to devote full time to business. ADDRESS, Box 655, STARCHROOM LAUNDRY JOURNAL. -2

SITUATIONS WANTED

Laundry and drycleaning plant manager-superintendent, 15 years experience, veteran, married, sober, ambitious, 40 years old, excellent health, have had actual experience in general laundry and drycleaning as well as hospital, hotel and commercial laundry. Able to train all levels of personnel in all phases, also experienced in route supervision and sales promotion. Will locate anywhere for position with future. ADDRESS, Box 678, STARCHROOM LAUNDRY JOURNAL. -5

SALES EXECUTIVE, 27 years experience in various phases of laundry management. Successful record as sales manager of medium-sized plant. Also active in office and personnel management. Would prefer location in eastern Pennsylvania, New York or New Jersey. ADDRESS, Box 703, STARCHROOM LAUNDRY JOURNAL. -5

HELP WANTED

Laundry-drycleaning manager for modern New England family plant. Must be progressive, energetic and have complete knowledge of every phase of laundering and cleaning. Salary no object for qualified man. ADDRESS, Box 659, STARCHROOM LAUNDRY JOURNAL. -7

Shirt Department Manager: A large drycleaning chain in metropolitan New York seeks a manager for its shirt department. The position offers a good future and salary up to \$7,500. Must have background and experience in large volume operations, modern laundering methods and supervision. Write full particulars and salary desired in first letter. ADDRESS, Box 573, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY AND DRYCLEANING PRODUCTION SUPERINTENDENT. Must be thoroughly experienced in laundry and sufficient knowledge of drycleaning to produce QUALITY WORK in both services. Medium-sized one-story plant in Maryland. In answering this AD please state your background, age, training and experience. ADDRESS, Box 704, STARCHROOM LAUNDRY JOURNAL. -7

Laundry superintendent, quality-conscious, large progressive laundry in Memphis, Tenn. Excellent pay and wonderful opportunities for right man. ADDRESS, Box 705, STARCHROOM LAUNDRY JOURNAL. -7

Manager to take over complete management of laundry and drycleaning plant with yearly volume of \$125,000. Plant equipped to do \$200,000. Must be progressive, energetic and have complete knowledge of every phase of laundering and drycleaning. Guaranteed salary plus profit sharing or will sell you interest in the business and can pay for from profit sharing if you expect to hold the job. Do not reply unless you know the business and are capable for this operation. C. A. Stergios, 1362 N. Parkway, Memphis, Tenn. 706-7

LAUNDRY SUPERVISOR wanted by nationally known shirt manufacturer, one who is experienced in all phases of shirt and sportshirt pressing and finishing. Write full particulars to Box 708, STARCHROOM LAUNDRY JOURNAL. -7

SALESMEN WANTED

SALESMEN—Must be thoroughly experienced in the laundry, linen service and institutional laundry field. Lifetime opportunity for good men. Write complete details. Thermopatch Corporation, 2432 Grand Concourse, New York 58, N. Y. 489-14

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DO YOUR OWN PLEATING with an EISINGER PLEATING OUTFIT. Pleats garments without the use of expensive equipment. Easy to operate. Write for details. FRANK EISINGER, 783 Southern Blvd., Dept. S., Bronx, New York 55, N. Y. 611-22

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DIRECT MAIL ADVERTISING for cleaners-laundries that gets new business at low cost. Write for free samples. Reba Martin Advertising, 4201 N.W. 2nd Ave., Miami 37, Fla. 607-10

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FOR GUARANTEED REWEAVING of moth holes, tears, cigarette burns, etc., in wool garments, ship to French Textile Co., Dept. 2, 428L Avenue A, Rochester 21, N. Y. 692-29

MACHINERY FOR SALE

UNIPRESS LATEST MODEL 2-GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YORE PRESS, COMBINATION BOSOM AND BACKER AND 2-LAY SLEEVE PRESSES, EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

42 x 42" AMERICAN 3-Y. COMPARTMENT, 3-DOOR MONEL METAL MOTOR-DRIVEN BLANKET, CURTAIN AND WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

STAINLESS-STEEL AND WOOD LAUNDRY WASHERS, both new and rebuilt, direct from manufacturer to you at great savings. Pictures and literature on request. Horwath Laundry Machinery Mfg. Co., 1002 South 13th St., Omaha, Nebraska. 170-4

EWING STAINLESS STEEL WASHERS. NEW MACHINES. Size 30" x 30"—60 lbs. dry weight capacity, \$1,036, size 30" x 40"—80 lbs. dry weight capacity, \$1,116, size 30" x 50"—100 lbs. dry weight capacity, \$1,196. Ask for details. ROBERT EWING & SONS, INC. Builders of washers since 1905. Dept. SR, P. O. Box 454, Troy, N. Y. 590-4

48" TROY MERCURY EXTRACTOR WITH COPPER TINNED BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 480-4

48" VIENSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4955-4

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, boilers. Large stock on the floor READY FOR INSPECTION AND DELIVERY. Complete plants installed. IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. 4400-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS AND CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR FINCH. AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4753-4

LIQUIDATION SALE of FINE LAUNDRY EQUIPMENT of the ST. LUKES HOSPITAL, New York City. ACT FAST FOR BARGAINS! 42 x 84" American Cascade MONEL WASHERS, 2 pockets, 48 x 84" American Cascade MONEL WASHERS, 6 Y pockets, 42 x 36" American Cascade MONEL WASHERS, 1 pocket, 24 x 24" and 24 x 36" American Cascade MONEL WASHERS, American 54" NOTRUX EXTRACTOR, 3 sets of MONEL CONTAINERS, American 48" MONEL OPEN-TOP EXTRACTORS, 30" copper STARCH EXTRACTOR, American 8-roll 120" FLATWORK IRONER, American 6-roll 120" FLATWORK IRONER, all direct motor-driven, AC, 220 volt, 3 phase, 60 cycle. And a number of other items too numerous to mention in this issue. WRITE, WIRE OR PHONE: Sole liquidator: WILLIAMS LAUNDRY MACHINERY CO., 37-37 9th St., Long Island City 1, New York, STILLWELL 6-6666. 662-4

48" TROY HIGH-SPEED SUPER MERCURY EXTRACTOR WITH STAINLESS STEEL BASKET, 48" AMERICAN OPEN-TOP EXTRACTOR WITH MONEL BASKET AND MONEL SHELL, IN EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn, 6, N. Y. 648-4

54" American NOTRUX EXTRACTOR, equipped with 3 SETS OF MONEL CONTAINERS, in A1 condition, PRICE \$2,750; ALSO extra 54" CONTAINERS available. ACT FAST! WILLIAMS LAUNDRY MACHINERY CO., 37-37 9th St., Long Island City 1, New York STILLWELL 6-6666. 663-4

American Cascade 42 x 84" MONEL WASHER, 2 pockets, 2 doors, motor-driven, EXCELLENT CONDITION, VERY REASONABLY PRICED; also 42 x 72" American Cascade MONEL WASHER, 4-pocket, slidecut type, COMPLETELY REBUILT, EXCELLENT BUY. WILLIAMS LAUNDRY MACHINERY CO., 37-37 9th St., Long Island City 1, New York, STILLWELL 6-6666. 664-4

60 x 72 Zephyr washers, stainless steel throughout, 2 pockets, V-belt, motor-driven. Big-capacity modern washers at tremendous savings in price. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 614-4

Pantex shirt unit, air-driven, never used, big reduction in price. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 613-4

2-, 4-, 6- and 8-roll ironers, American, Smith Drum or Troy. All in excellent shape and outstanding bargains. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 616-4

16 x 100 American #41210 flatwork ironers, motor-driven, return type, excellent ironer for small plants. Big bargain. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 617-4

42 x 84 American Norwood Cascade, all Monel, two-pocket, late-model washer in good shape, also one three-pocket, motor-driven, 3-phase, AC. Modern, efficient machines at bargain prices. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 618-4

42 x 36 American Monel Cascade motor-driven, big capacity in small floor space, also 42 x 64 Troy all-Monel washers, motor-driven. Every one a bargain. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 619-4

24 x 36 Norwood Cascade Monel washer, motor-driven. Excellent item for small lots and colored work. Thoroughly overhauled and a real buy. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 620-4

42 x 84 American Cascade washer, 6 pockets with horizontal partition, motor-driven. Years of satisfactory service left in this fine machine. D'Angelo & Ash, Inc., 301 Beach 71st St., New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 630-4

54 x 126 Troy Monel washer, 24 pockets, belt-driven. Two fine machines for the plant using pocket washing. Outstanding buys. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 622-4

54" American Perry extractor with two sets of containers; thoroughly rebuilt and in good operating shape. Very reasonable. Also a 48" Notrux extractor with three sets of baskets. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 623-4

50" American Notrux extractor, Monel job with containers, hoist and overhead track. Efficient modern equipment with minimum investment. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 624-4

40" x 48" extractors, all makes, American, Troy, Zephyr, Hoffman, Monel baskets, motor-driven. A fine selection at very low prices. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 625-4

Small extractors, 17", 26" and 30", motor- or belt-driven, American and Troy. Available for prompt delivery. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 626-4

Shirt units, American Tiltor 4-girl units, also Prosperity units, and a full line of wearing apparel presses. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 627-4

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MACHINERY FOR SALE (Cont'd)

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 6-roll ironer; American 6-roll ironer; Ellis 54x120" 9-pocket stainless washer; American Cascade 42x84" washer; Troy 42x78" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42x90" tumbler; Huebsch 36x30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140F unit used two months; American 30x48" petroleum unit with filter, still, etc., brand-new; Prosperity synthetic cleaning unit, DDZ 60-pound synthetic unit; Columbia synthetic unit. 9069-4

FOR SALE: 1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb; 2—AMERICAN NORWOOD 42 x 84" two-pocket, all-stainless-steel, motor-driven washers with American fully automatic washman. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. Lake St., Chicago 12, Ill. 511-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

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For Sale: 1—Used 44 x 84" ROBOT two-pocket two-door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all-Monel motor-driven washer, 1—used 54" American Notrux extractor with two sets containers. CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE-7743. 9628-4

9-ROLL 100" COLUMBIA and 100" RETURN FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 307 Ten Eyck St., Brooklyn 6, N. Y. 529-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

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2—5000 GALLON GROSS FILTERS WITH MONEL SCREENS; 1—50 to 75 GALLON GROSS STILL IN EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 694-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

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4 Tumblers, Ellis Drier Company, 48 x 120" motor-driven with motor on top, three-pocket, three-door, late-type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

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30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 9873-4

48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

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48 x 124" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 4- or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

AMERICAN 8-ROLL 120" SYLON FLATWORK IRONER, WITH REEVES DRIVE: EQUAL TO NEW IN EVERY RESPECT. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 596-4

15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 36" x 36" HUEBSCH and AMERICAN OPEN END TUMBLERS. GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 597-4

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40" AMERICAN ZEPHYR, HOFFMAN AMICO and TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

MACHINERY FOR SALE (Cont'd)

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WANTED—MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. ADDRESS: Box 9879, STARCHROOM LAUNDRY JOURNAL. -3

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Wanted: 28 or 30" extractor. Must be in good condition and reasonable. Dingman's Ferry Laundry, Dingman's Ferry, Pa. 698-3

Wanted: **EXTRACTOR**—60" or 70" stainless-steel basket, motor-driven, 550V. Contact: Suffolk Knitting Company, 217 Jackson St., Lowell, Mass. 709-3

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